

**The Foundation for Innovation**

**Complete. Integrated. Hot-Pluggable. Best-of-Breed.**

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**FUSION MIDDLEWARE** **11<sup>g</sup>**

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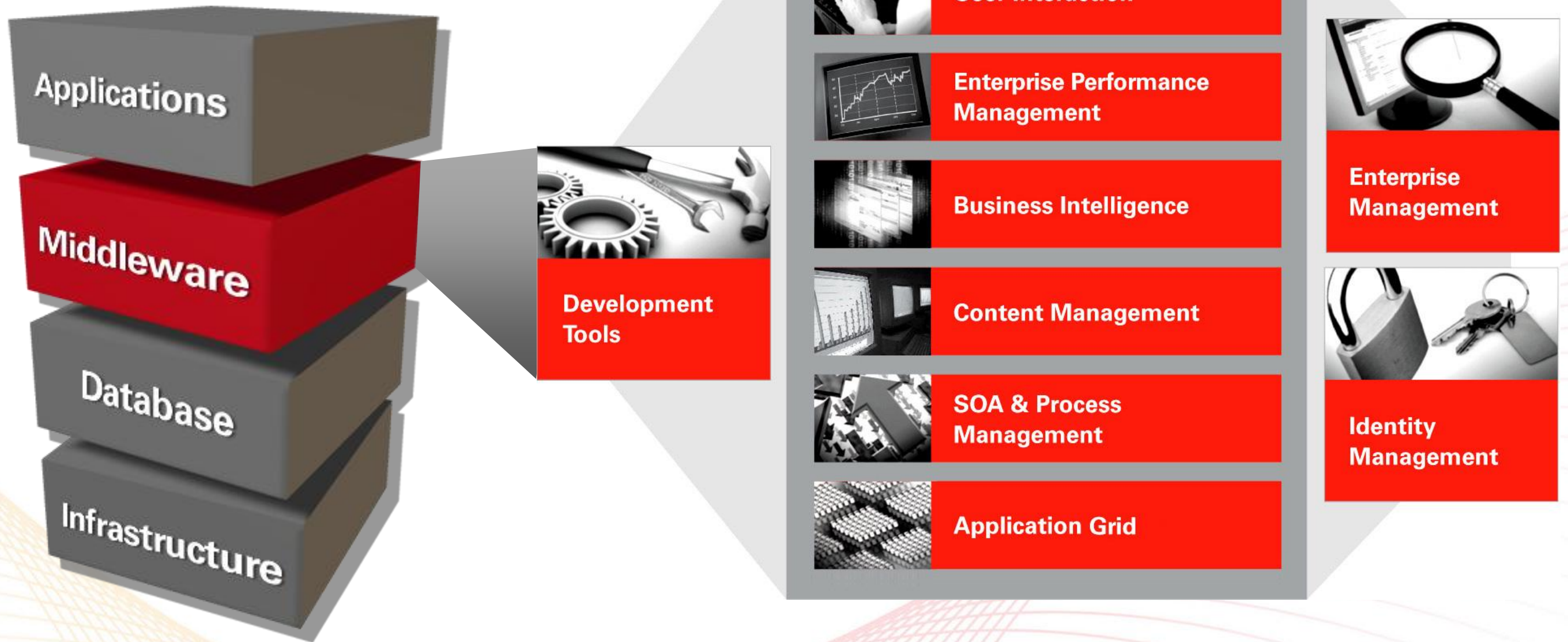


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**Bill Geissler**

Oracle Fusion Middleware Account Executive – Mid-Atlantic

# Oracle Fusion Middleware





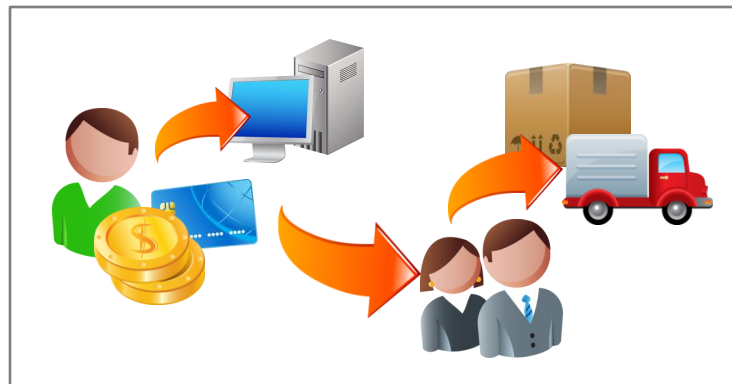
# Oracle Fusion Middleware 11<sup>g</sup>

Designed to Solve Important Business Requirements

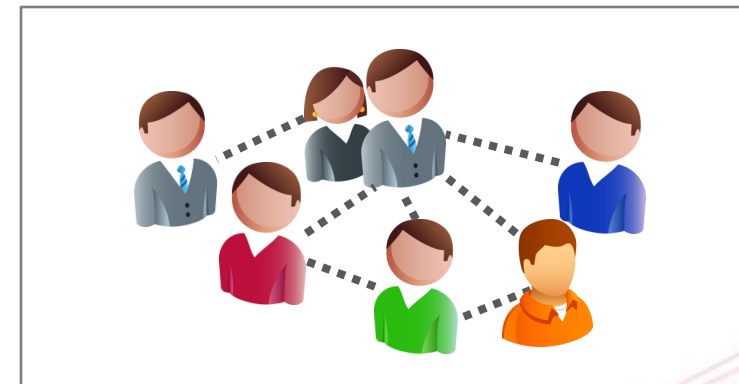
## Rich Internet Applications



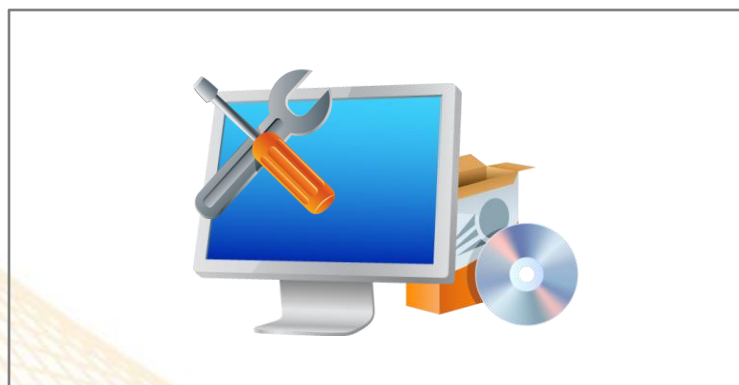
## Business Process Management



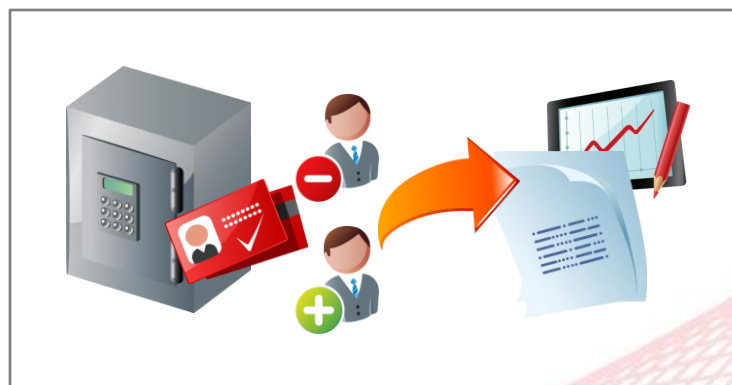
## Enterprise Team & Social Computing



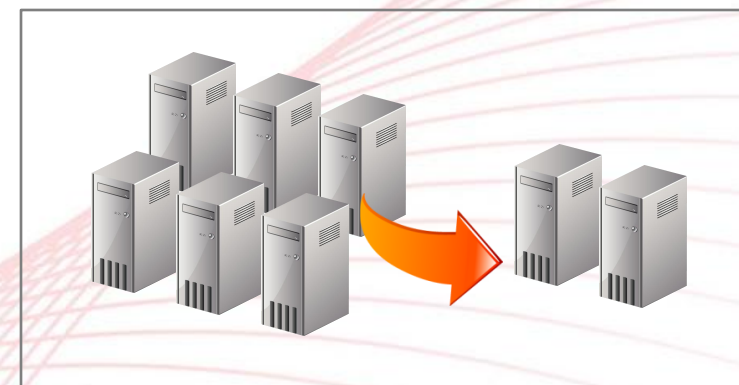
## Application Customization



## Identity & Compliance Management



## Systems Consolidation



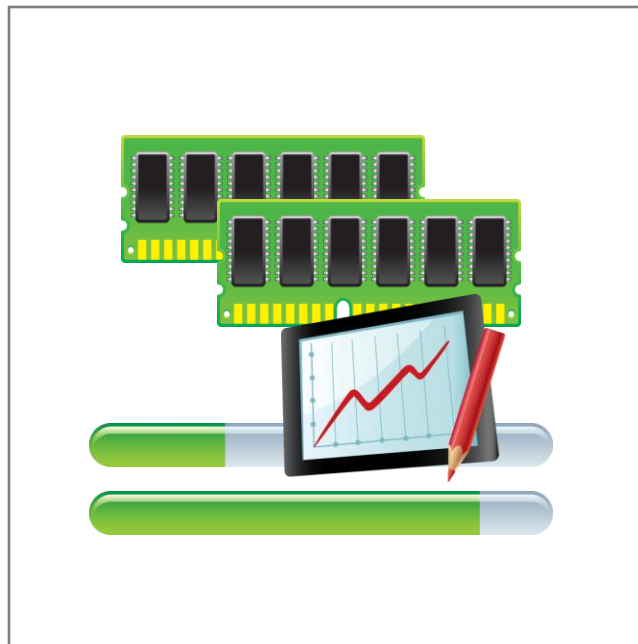
# Oracle Fusion Middleware 11<sup>g</sup>

## Designed to Exploit Technology Trends

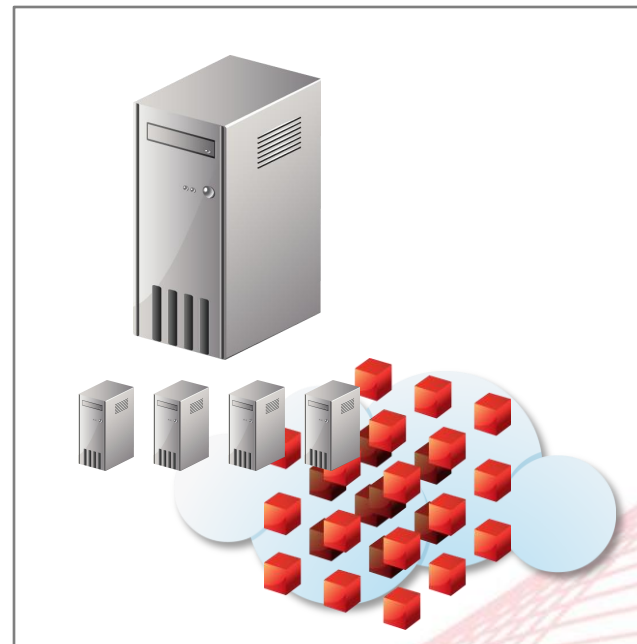
**Multi-Core  
Processors**



**64 Bit Operating  
Systems & Very  
Large Memory**



**Virtualization  
& Private Clouds**



**Storage**



# Certified with Oracle's Applications

**ORACLE®**  
E-BUSINESS SUITE

**ORACLE®**  
PEOPLESFT ENTERPRISE

**ORACLE®**  
SIEBEL

**ORACLE®**  
AGILE

**ORACLE®**  
JD EDWARDS ENTERPRISEONE

**ORACLE®**  
JD EDWARDS WORLD

## Industry Applications

**ORACLE®**  
HEALTH SCIENCES

**ORACLE®**  
COMMUNICATIONS

**ORACLE®**  
PUBLIC SECTOR

**ORACLE®**  
FINANCIAL SERVICES

**ORACLE®**  
RETAIL

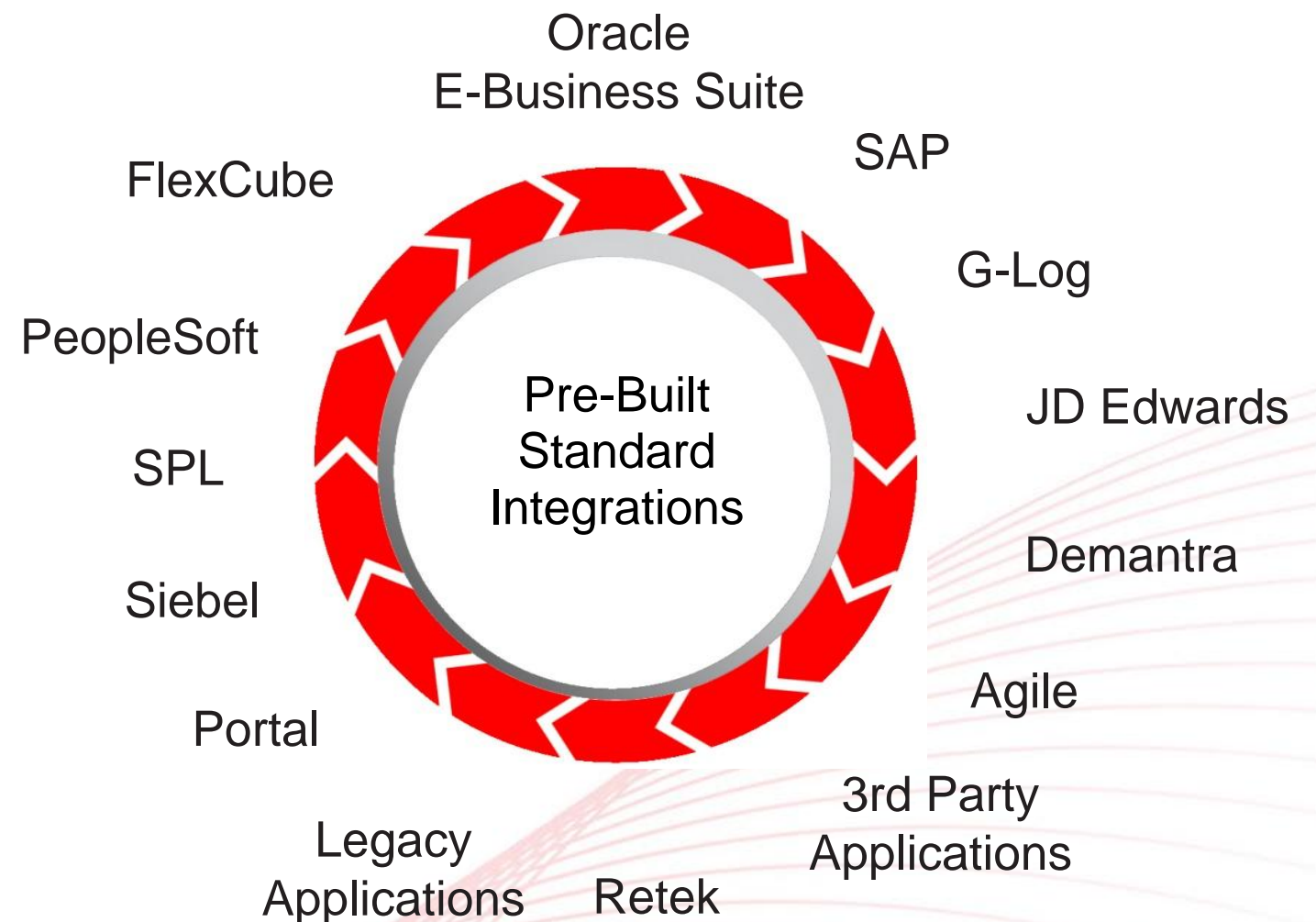
**ORACLE®**  
UTILITIES


**ORACLE®**  
FUSION MIDDLEWARE **11<sup>g</sup>**



# Application Integration Architecture

- **Integrates Any Application**
- **Easy to Customize**
- **Upgradeable**
- **Built on Fusion Middleware**
  - Composite applications
  - Services published in a registry
  - BPEL for long running transactions
  - Service bus for transformation and routing



- 
- 1. The Integration Domain evolution from 2008 standards:**
    - a. Human Centric -- Business Process Management Notation standards based platform;**
    - b. Systems Centric -- Business Process Execution Language standards based platform.**
  - 2. Enterprise Portal as a platform have evolved considerably.**
  - 3. BPM can extend the life of existing legacy applications by adding new functionality at the user level which augments the capabilities of the older application.**
  - 4. SOA integration will add additional functionality between applications and extend the life of older systems. A BPM based backbone will support a shared service model for the management of BPM based applications.**
  - 5. Netscape Directory server evolved into the Sun Directory server which is part of Oracle's Directory Server Suite.**
  - 6. Current automated workflow services from Oracle are included within SOA Suite.**



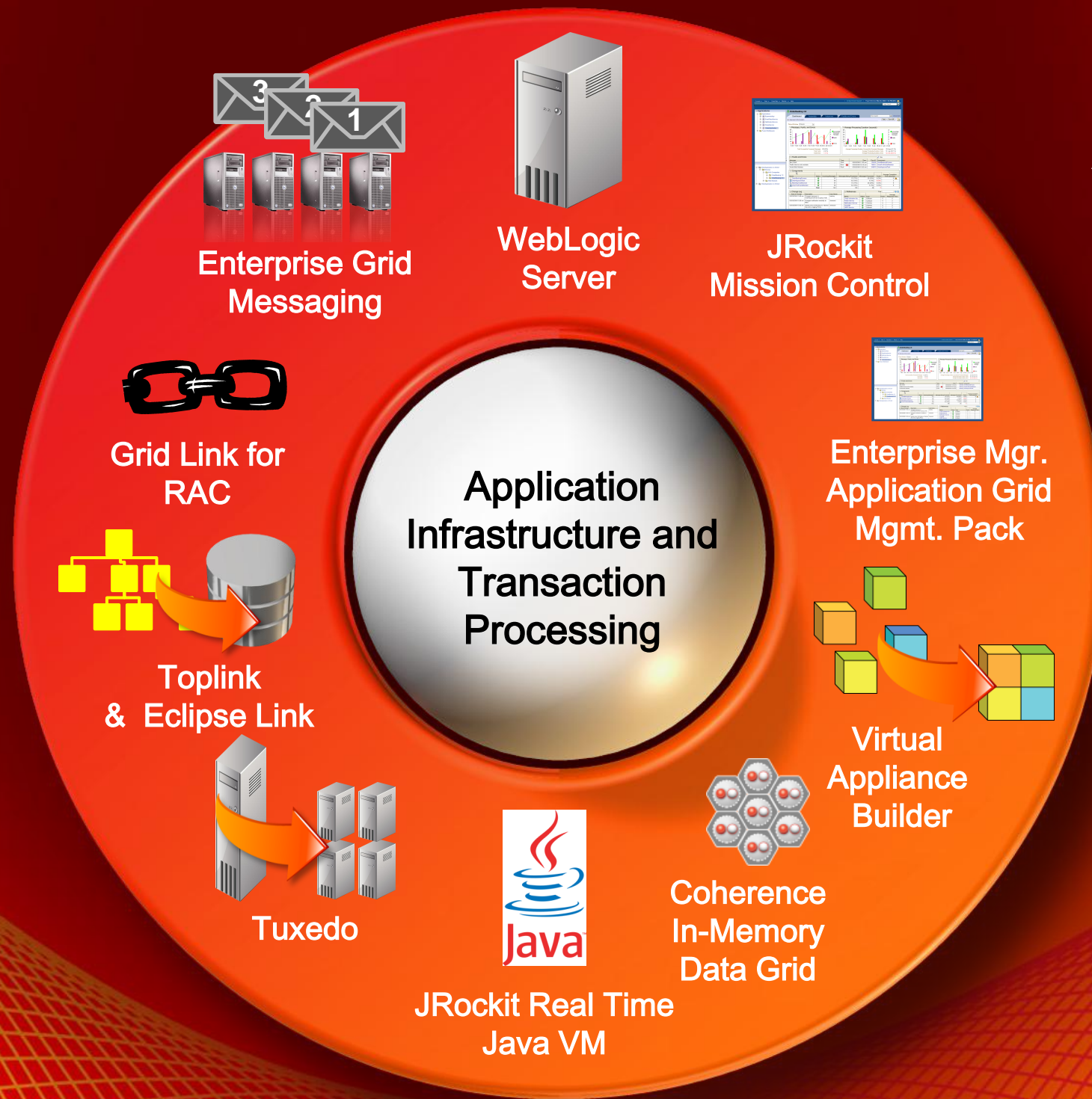


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**Namer Aljazrawi**

Principal Solutions Architect – Mid-Atlantic

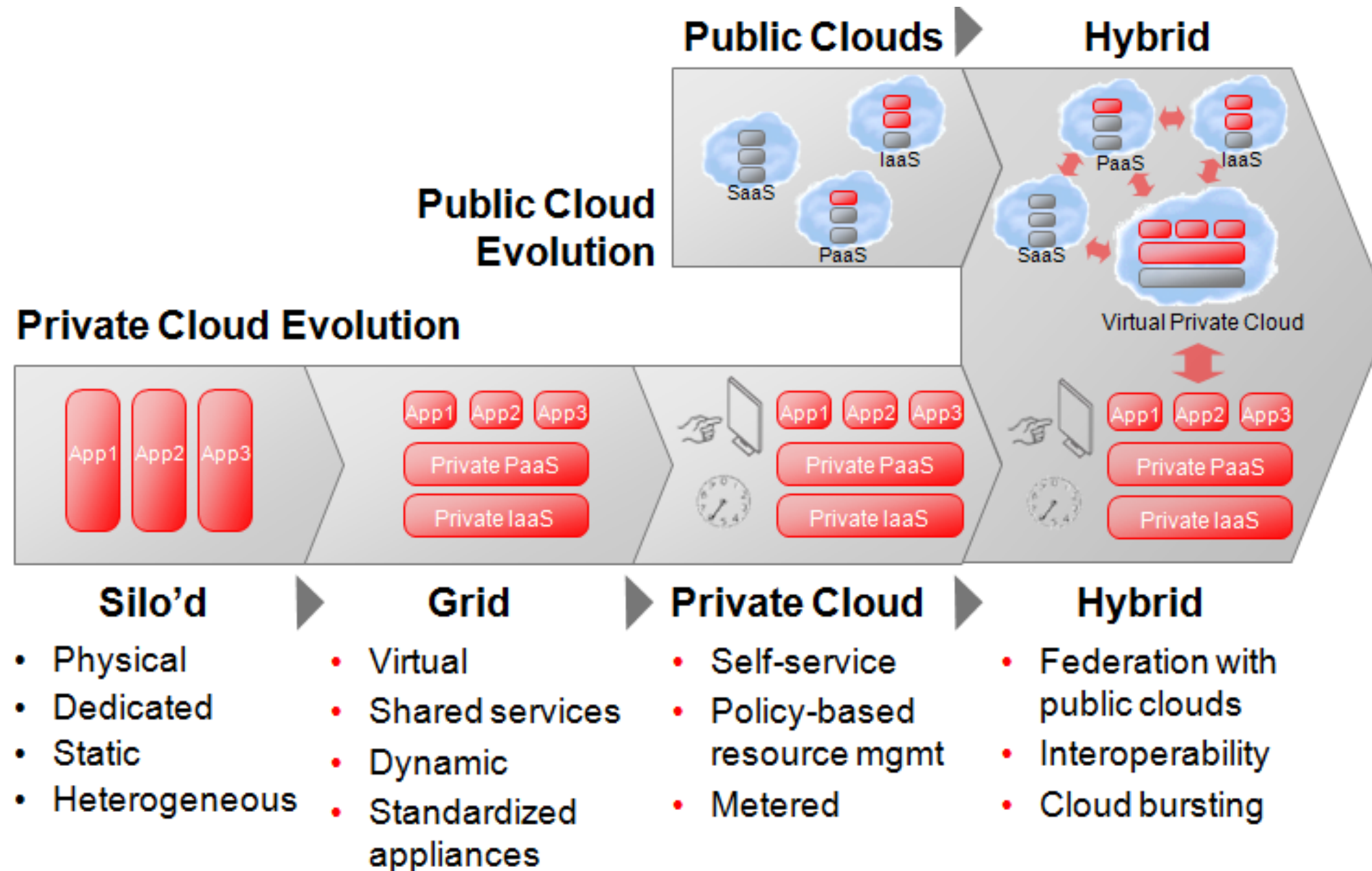
# Application Grid





# Enterprise Cloud Computing

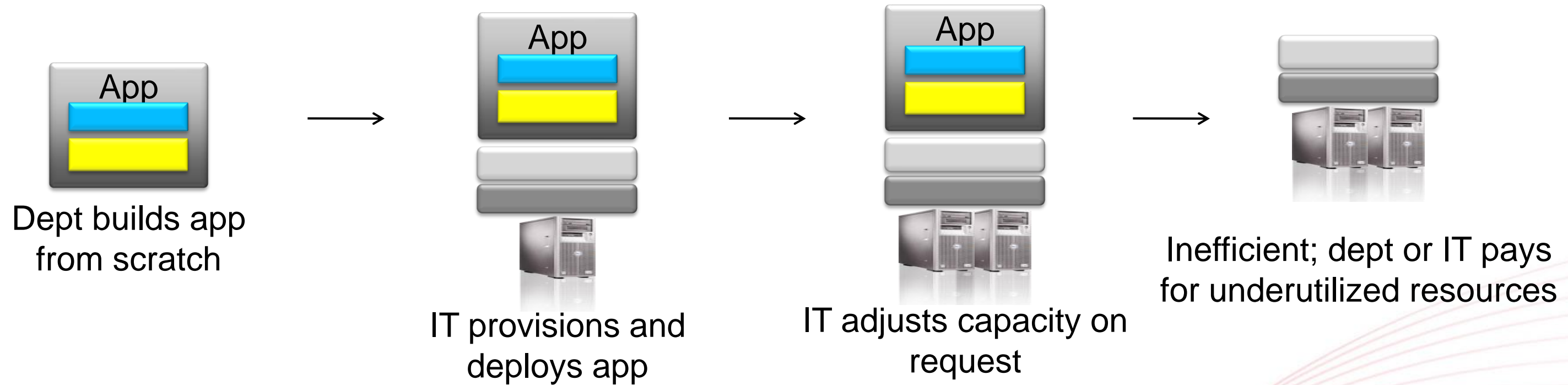
## Evolutionary NOT Revolutionary



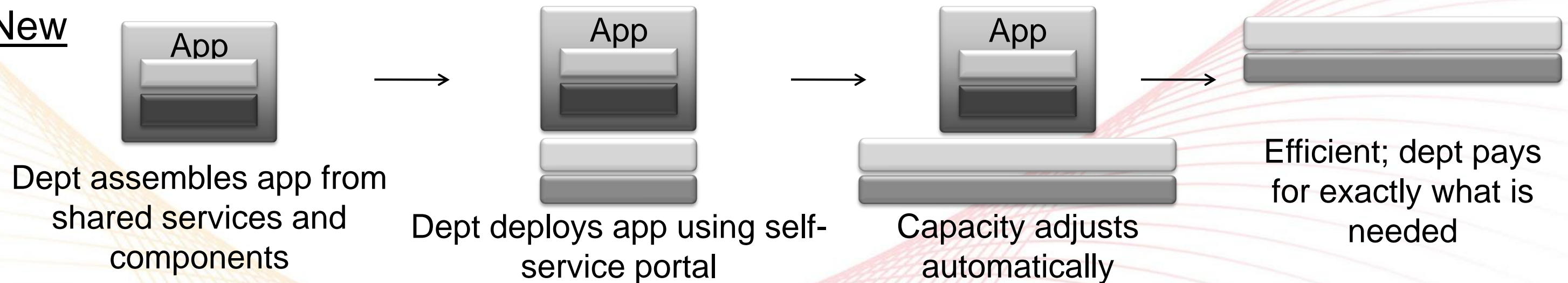


# Evolving to the New with PaaS

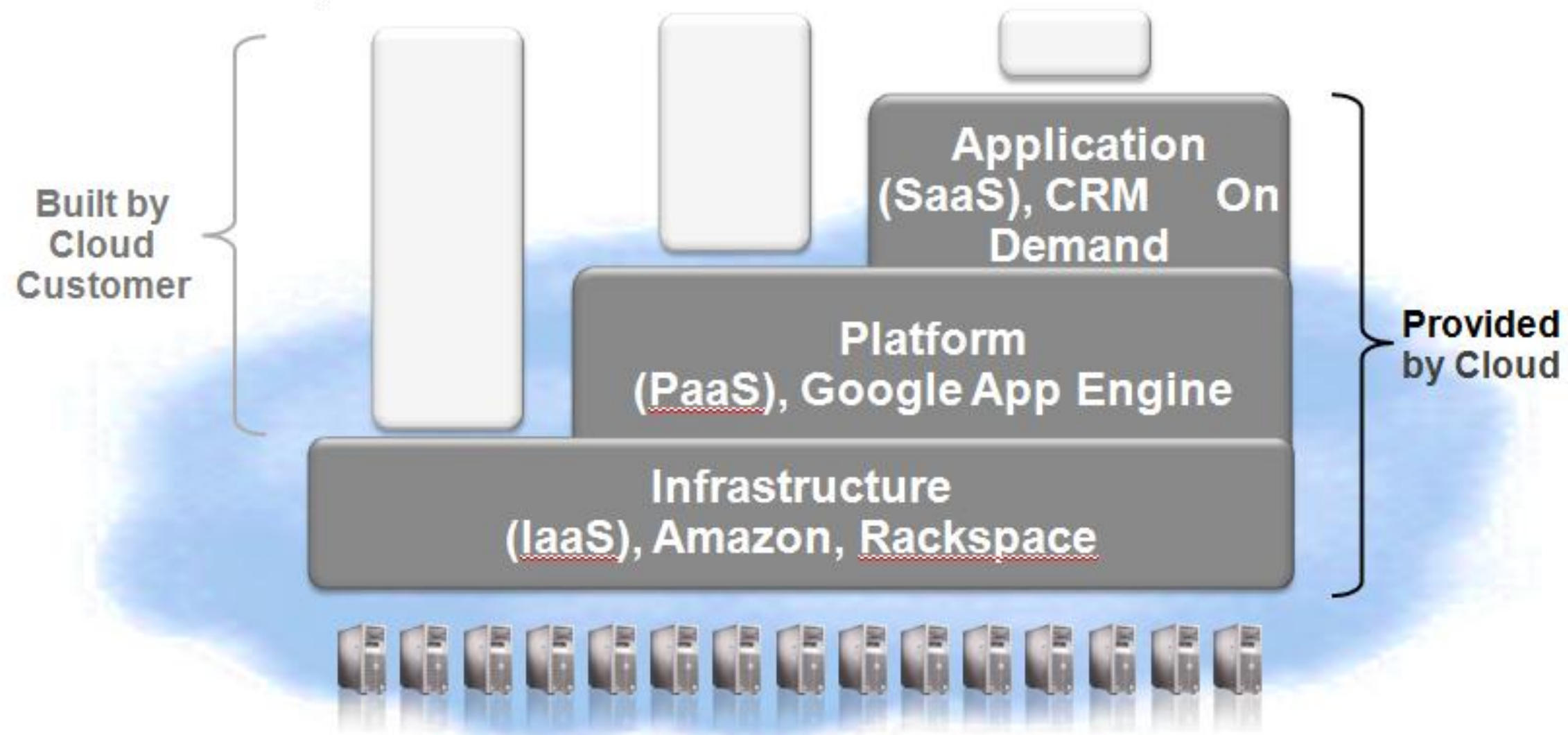
## Old



## New

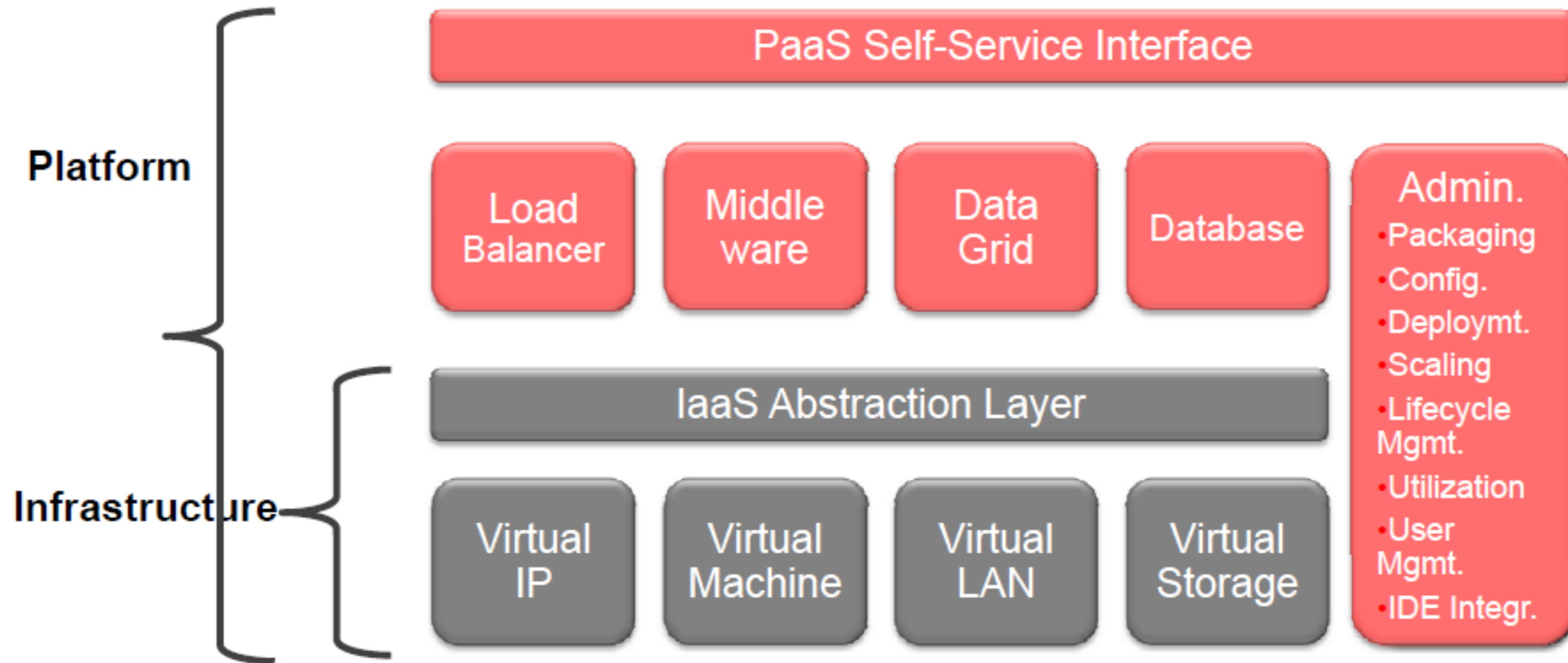


# General Understanding of Cloud Principles



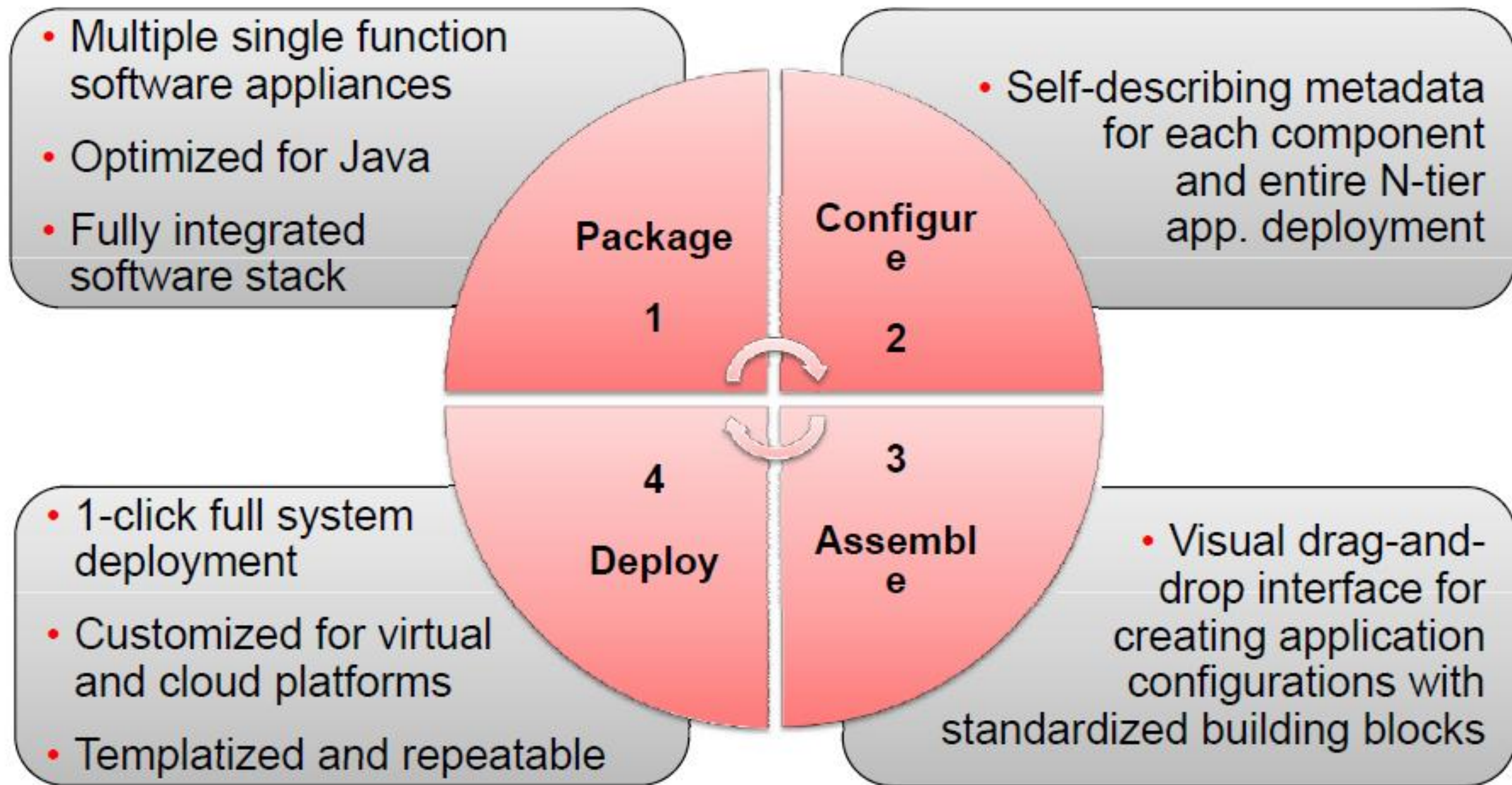
- Instant Setup → On demand Scaling → Pay for Use
- The more cloud provides, the less to build per app

# Private Cloud Building Blocks

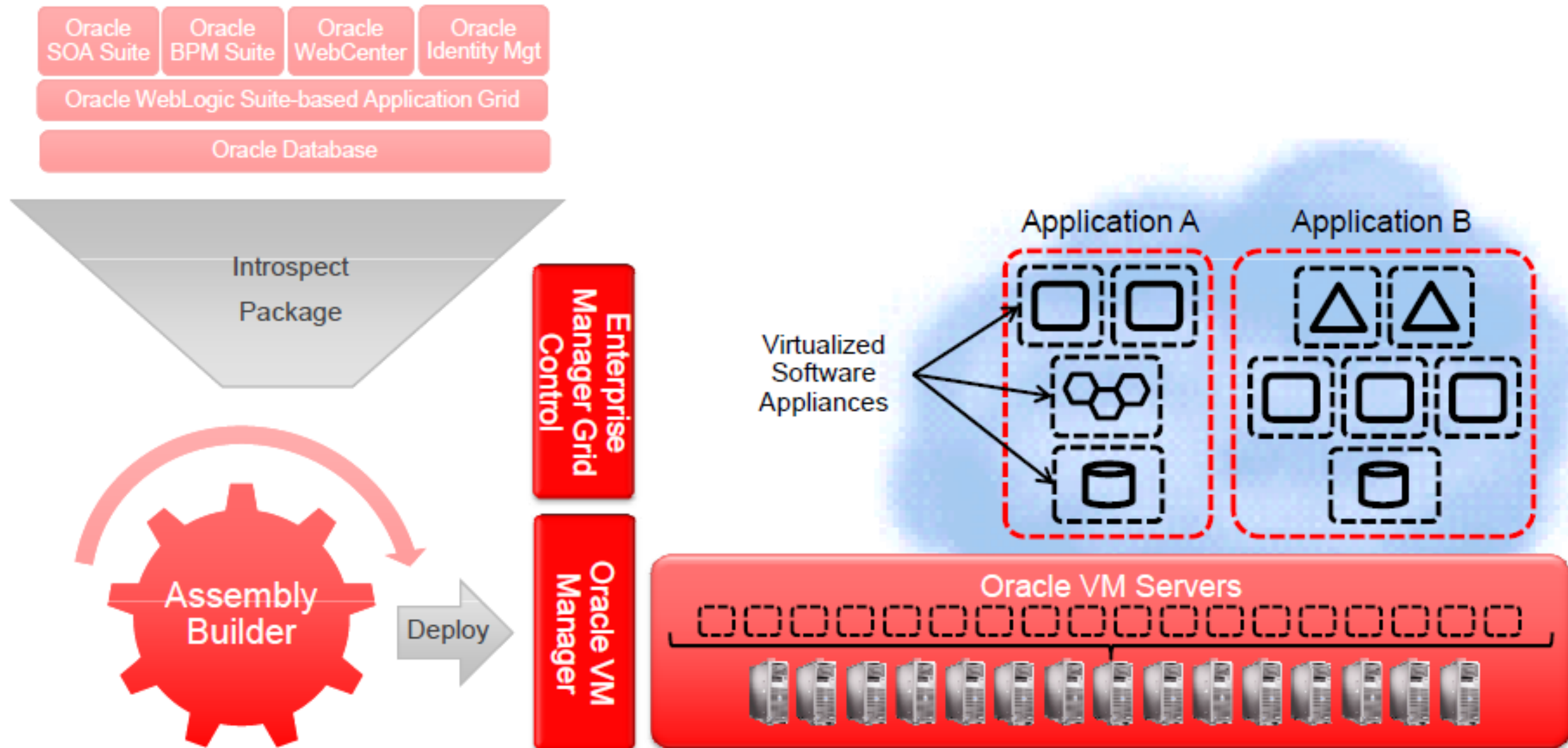




# Assembly Builder For Cloud Infrastructure



# Full N-Tiered Deployments of Cloud-based Systems





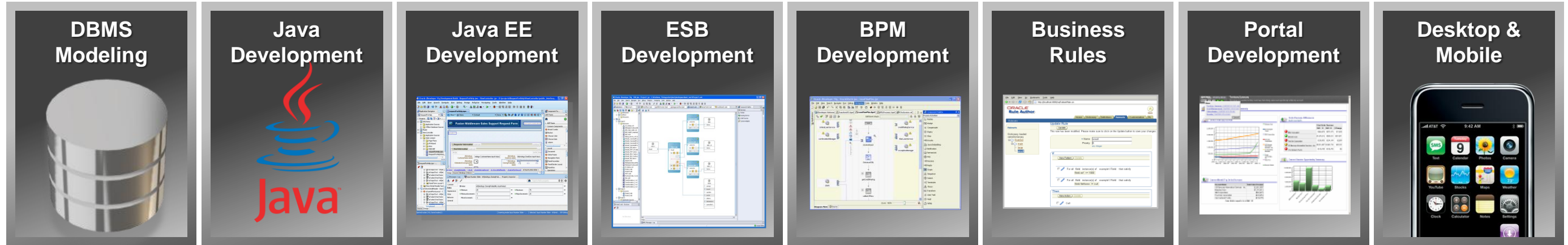
# Developer Tools

- Single, Integrated Development Environment
- Standards-based Declarative Framework
- Multi-Channel, Rich Internet Applications
- Unified Metadata Management & Customization
- Unified & Open Application Lifecycle Management



# JDeveloper

## Single, Integrated Enterprise IDE



**Common Metadata Manager**

**Common Application Lifecycle Management**

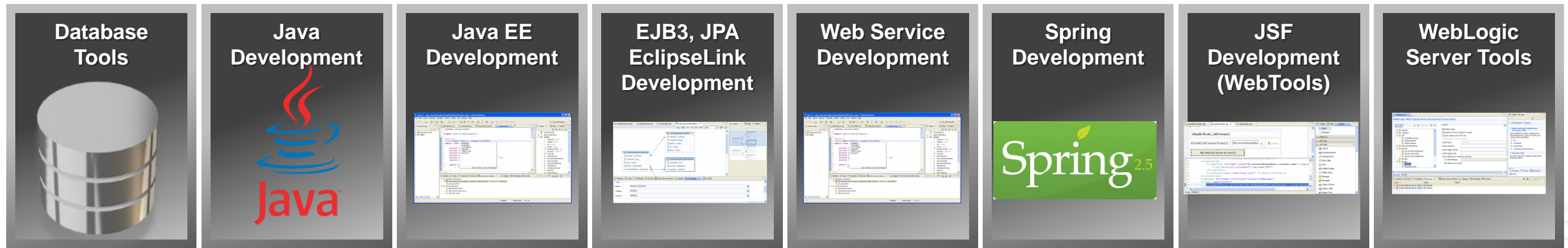
**Common Business Catalog**

**Common Modeling Framework**

**Common IDE Framework**

# Enterprise Pack for Eclipse

## Open Source Development



**Application X-Ray Dependency Management**

**Common Modeling Framework**

**Common IDE Framework**

# Application Development Framework

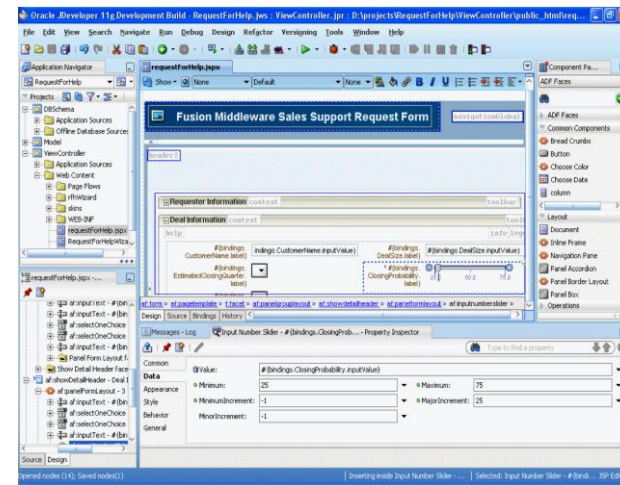
## MVC Development for the Enterprise

### Device



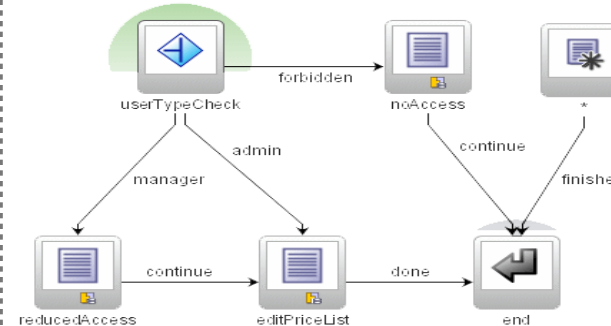
- Device & Browser Adaptation

### View



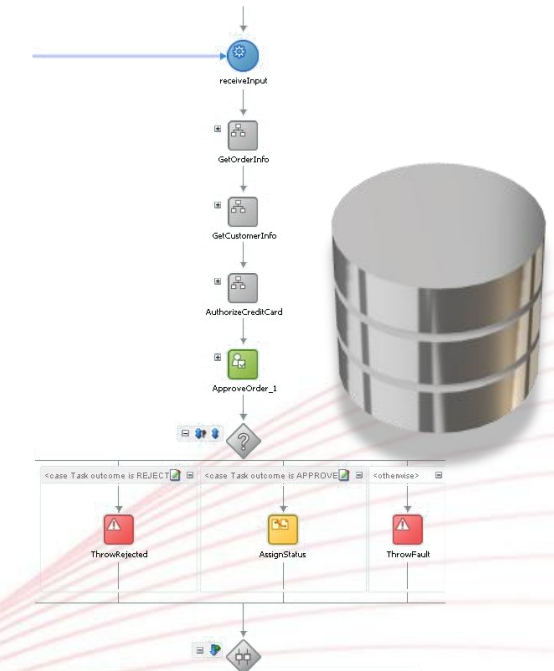
- JSF Components
- Ajax & DHTML
- Flash

### Controller



- JSF Page Flow
- JSR 227 Data Binding

### Model

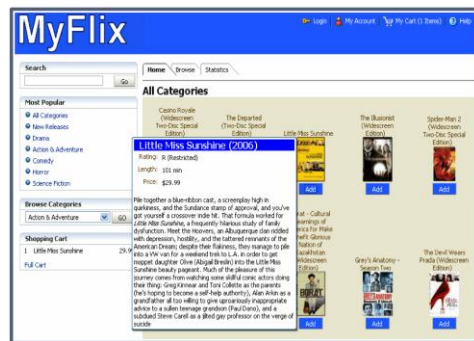


- O-R Mapping
- EJB 3, JPA
- WebServices



# Fusion Desktop & Mobile

## Multi-Channel, Rich Internet Applications



**Browser**



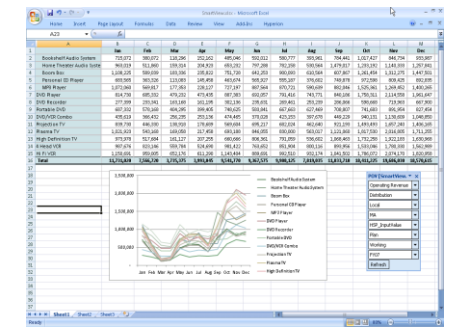
**E-Mail Client**



**PDA**



**Phone**



**MSFT Office**

**Customizable Look & Feel**

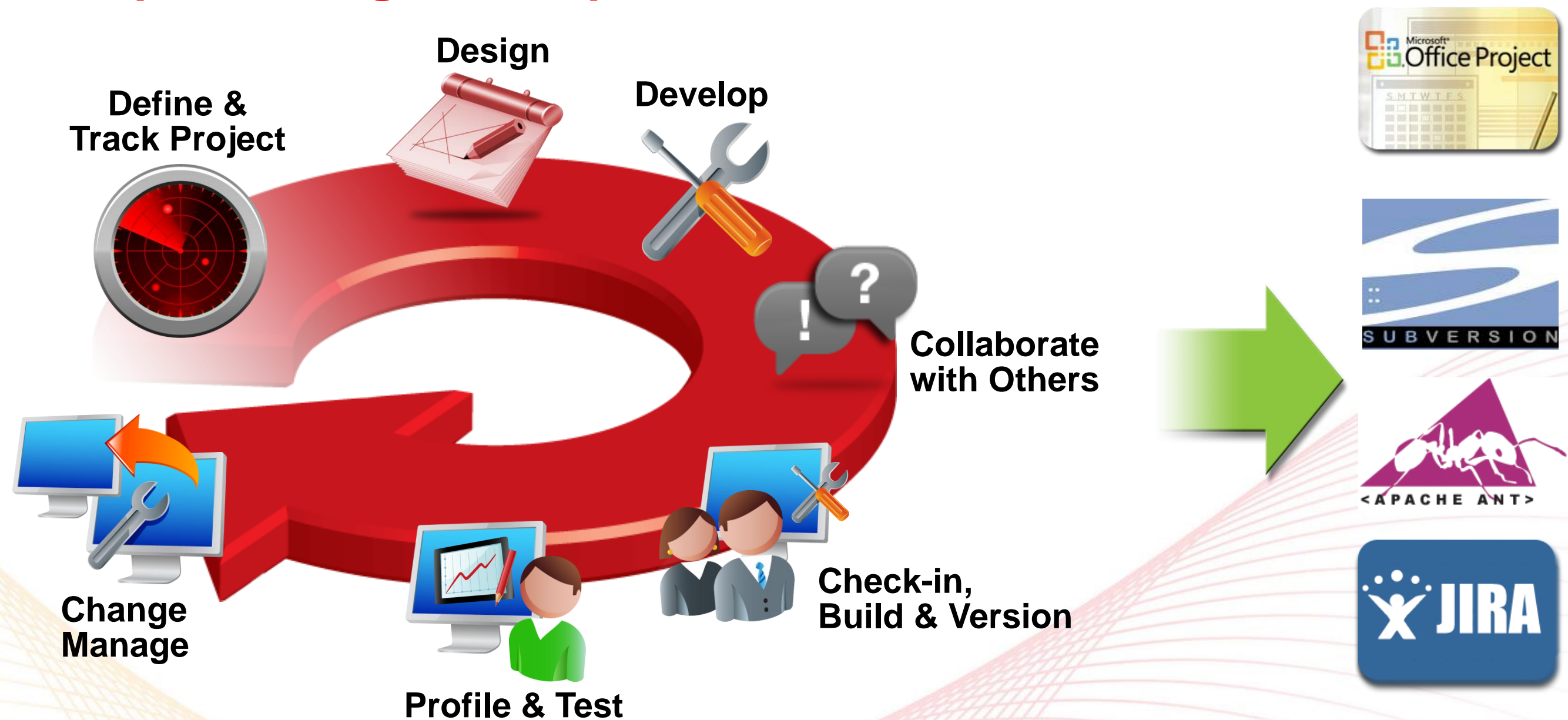
**Channel-Specific Render Kits**

**Java Server Faces Component Library**

**Java EE Business Logic (Write Once)**

# Application Lifecycle Management

## Complete, Integrated, Open ALM







# Service-Oriented Architecture

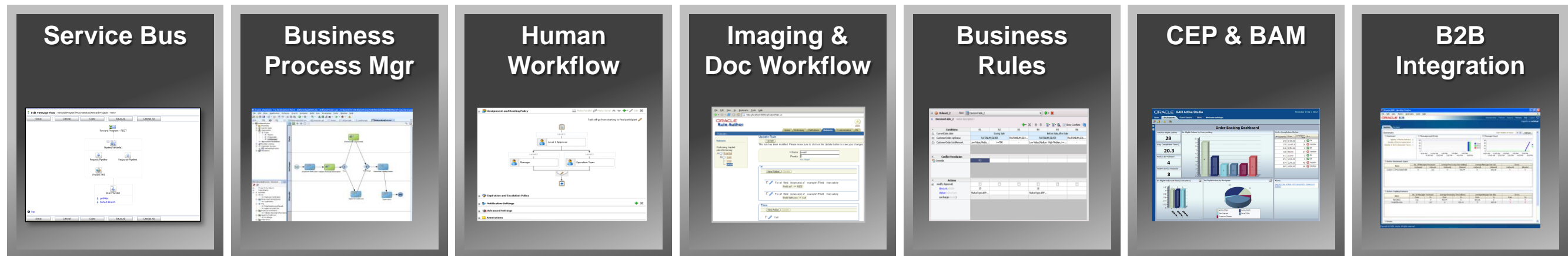


# Service-Oriented Architecture

- Standards-based Event & Service Infrastructure
- High Speed, Multi-Transport Service Bus
- Unified Business Process Management
- Complex Event Processing & Activity Monitoring
- Integrated Governance & Policy Management

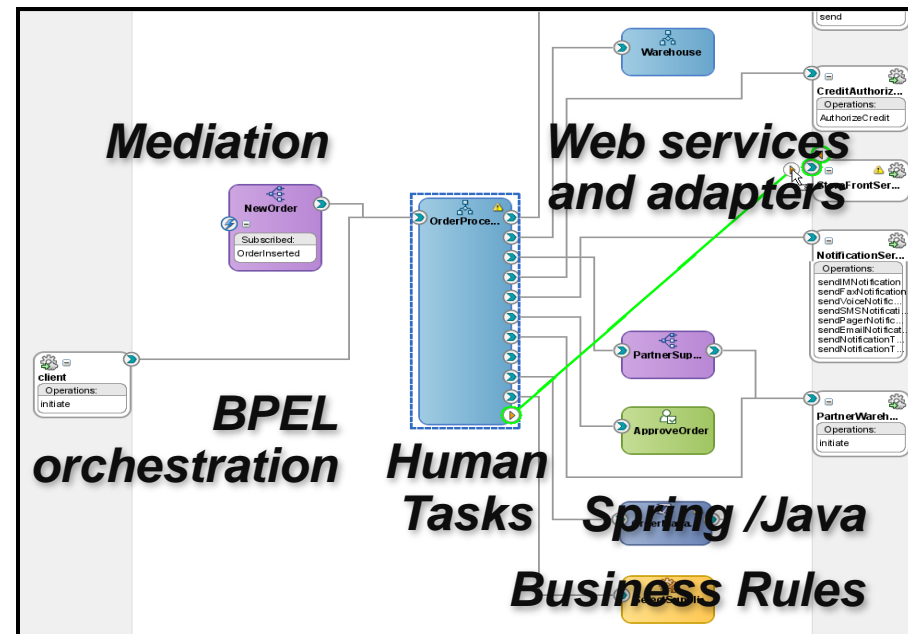
# Unified Event & Service Infrastructure

## Common SCA Runtime

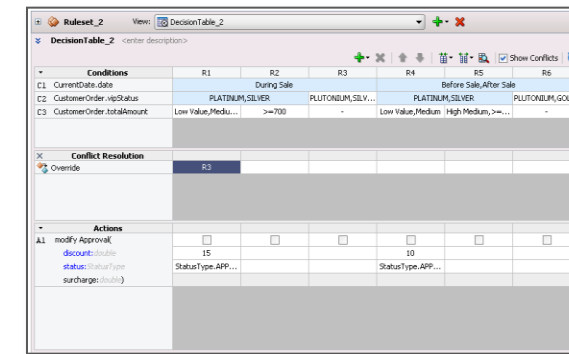


# Unified Development

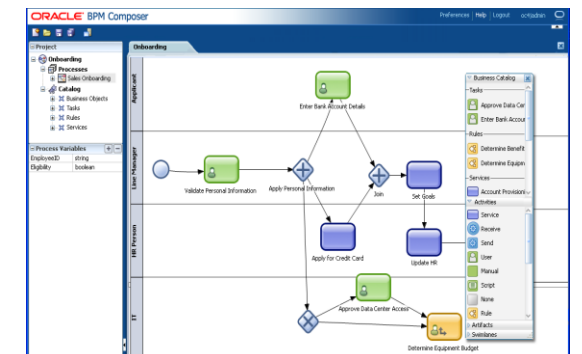
## SCA Composite & Business Editors



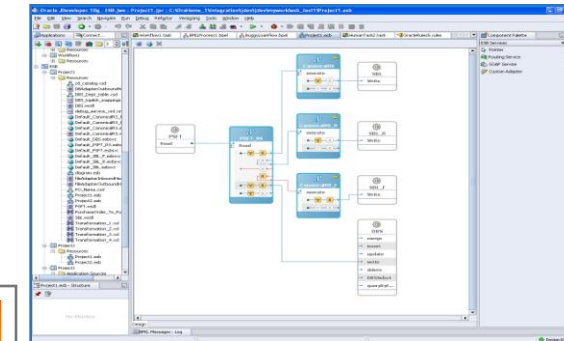
SCA Composite Editor



Rules Editor



Process Editor



Routing Editor

Unified Customization

Unified Packaging & Lifecycle

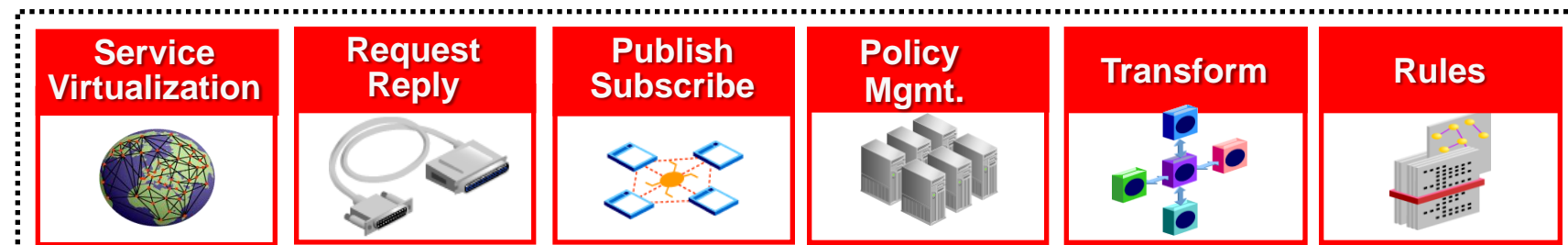
Unified DT and RT Metadata

Unified Design Time



# Service Bus

Open Connectivity, High Performance Messaging



SCA Foundation

High Speed, Pluggable Transport

Adapters/Connectors to External Systems



ERP, CRM



DB, Files



Web Services  
REST



JMS

# Unified Business Process Platform

## Single Workflow Engine for People, Systems, Documents

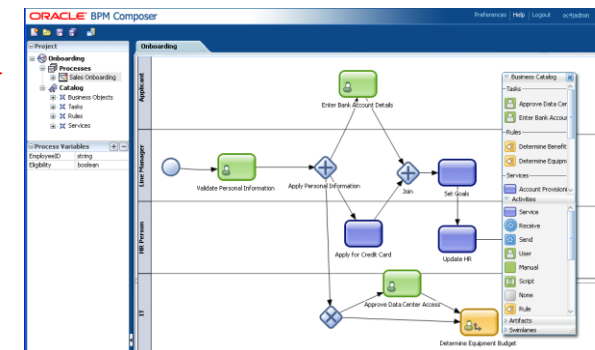


Rich Business Editors

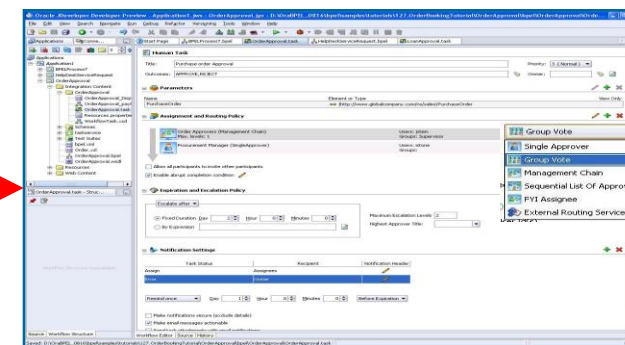
Integrated Process Analytics

Native BPEL and BPMN

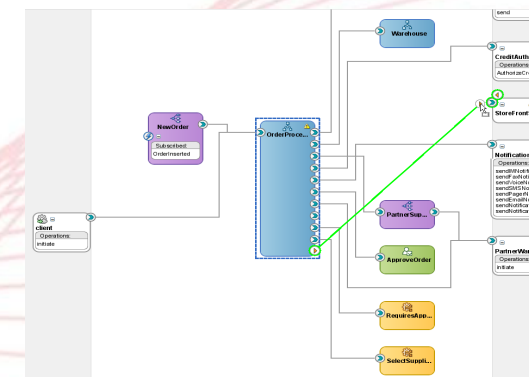
Enterprise Scale SOA Platform



Web-based  
Business  
Editors



Rich AJAX  
Workflow  
Forms

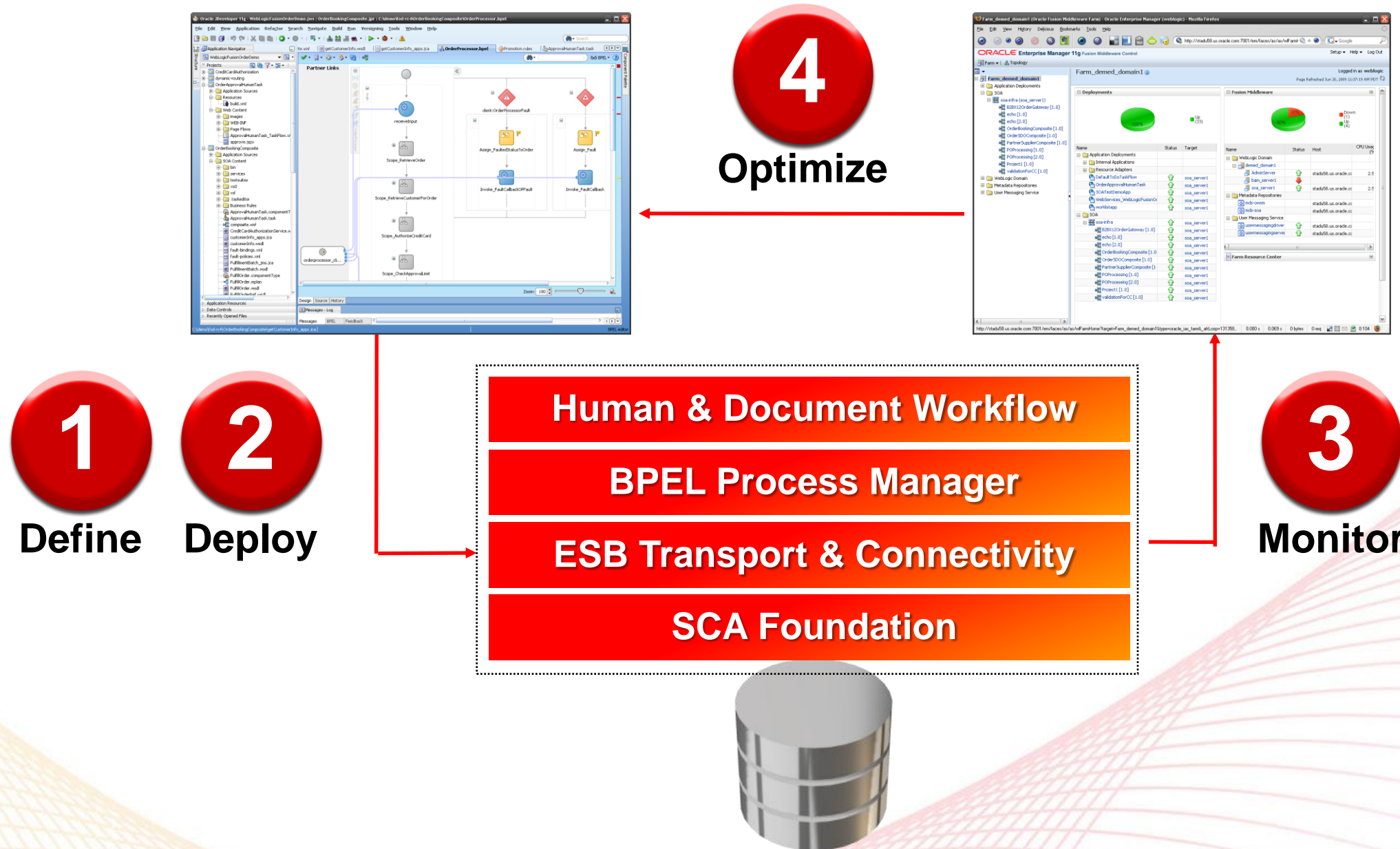


Developer  
Tooling

ORACLE

# Business Process Management

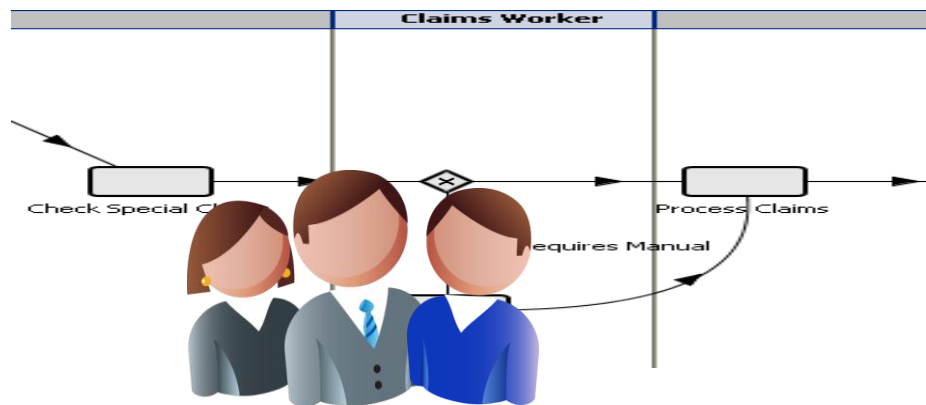
## BPEL Process Manager - System Workflow





# Business Process Management

## Human Workflow - BPEL4People, BPMN

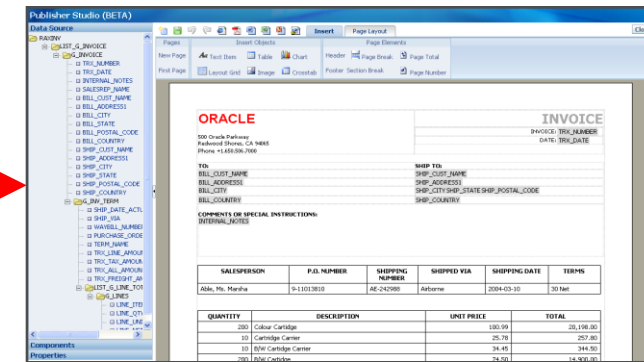
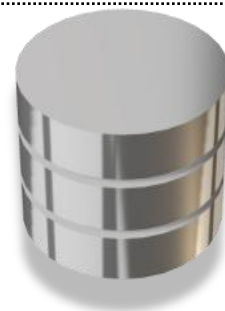


In-Line Documentation Review

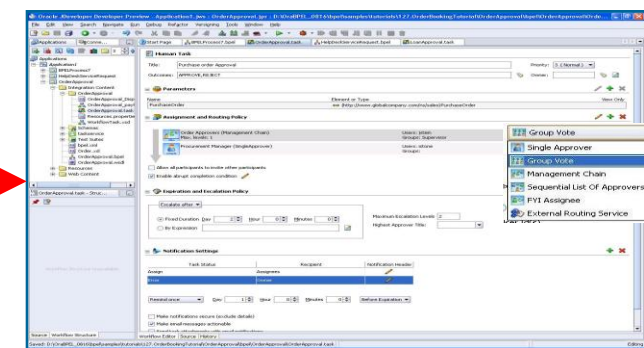
Delegation, Reminders, Notifications

Human Workflow & Approvals

BPEL Process Manager



Office & PDF Documents



Rich, Web-based Workflow Forms



Push Notifications (e-mail, Pager)

# Document Workflow

Image Capture, Forms Recognition, Document Workflow



**Paper Documents  
(Invoices, AR)**



**Scan &  
Capture**



**Document & Web Capture**

**Intelligent Forms Recognition**

**Business Process Mgr.**



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E-BUSINESS SUITE

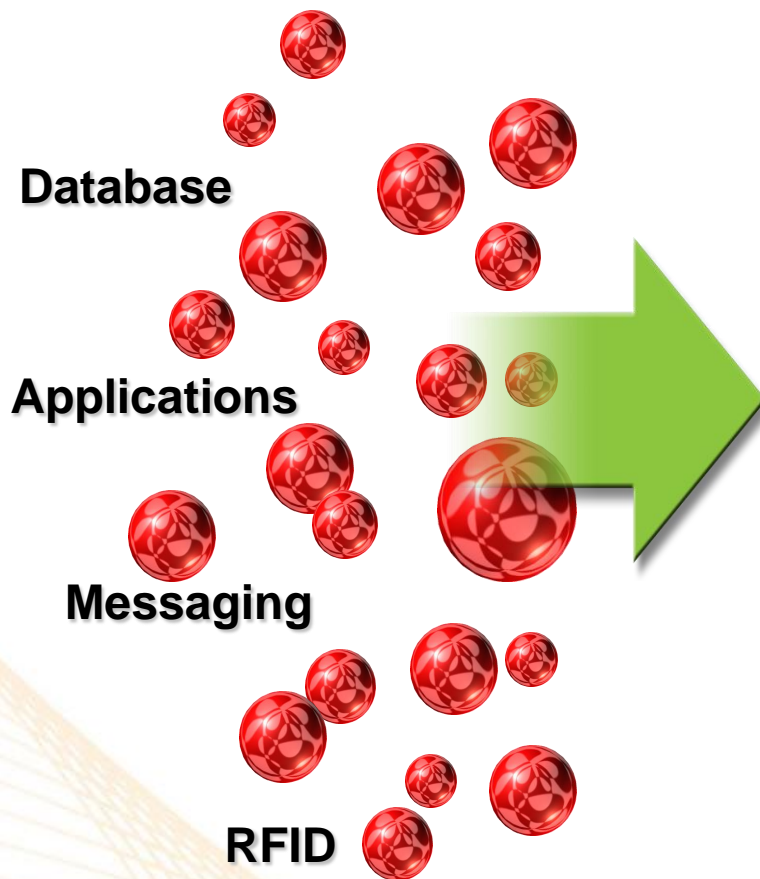
**ORACLE®**  
**SIEBEL**

**ORACLE®**  
PEOPLESFT ENTERPRISE

# Event Processing & Activity Monitoring

## Real-Time Business Event Management

### Event Sources



```
SELECT S.city, AVG(temp)
FROM SOME_STREAM S
[range by 10 slide by 5]
WHERE S.state = 'California'
GROUP BY S.city
```

Action Framework

KPI Impact Analysis

CEP Processor

Lightweight OSGI Server

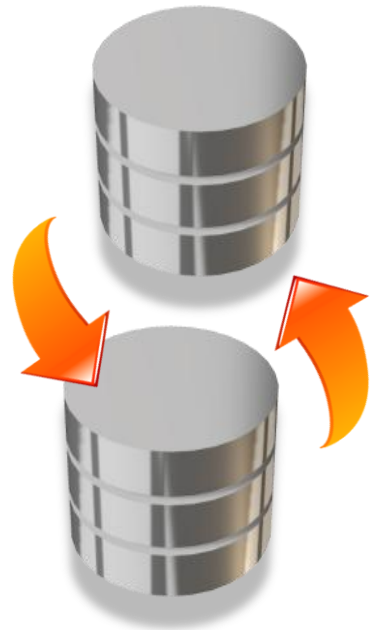




# Integrated SOA Governance

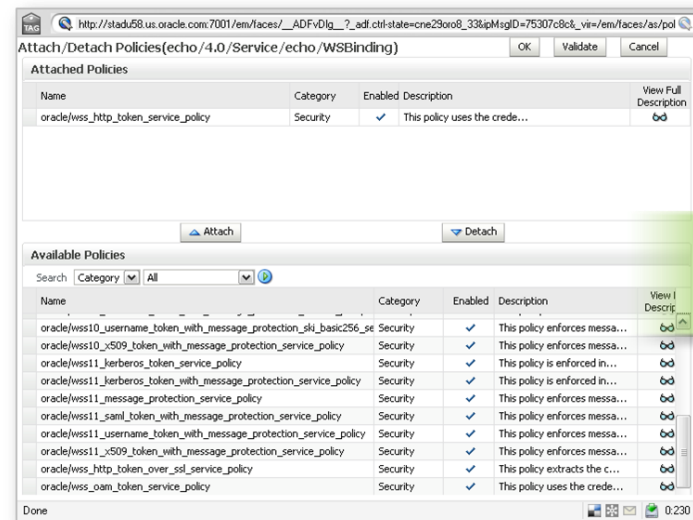
## Comprehensive Governance & Policy Management

**Registry/Repository**



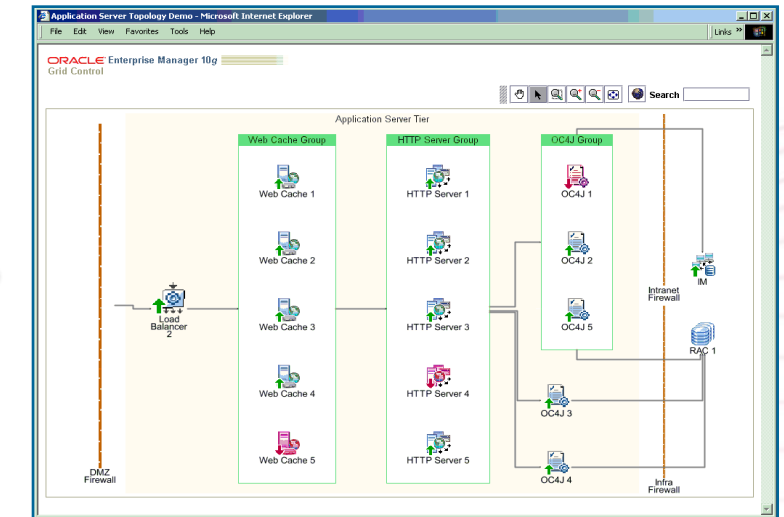
**Publish, Discover,  
Change Manage Services**

**Policy Manager**



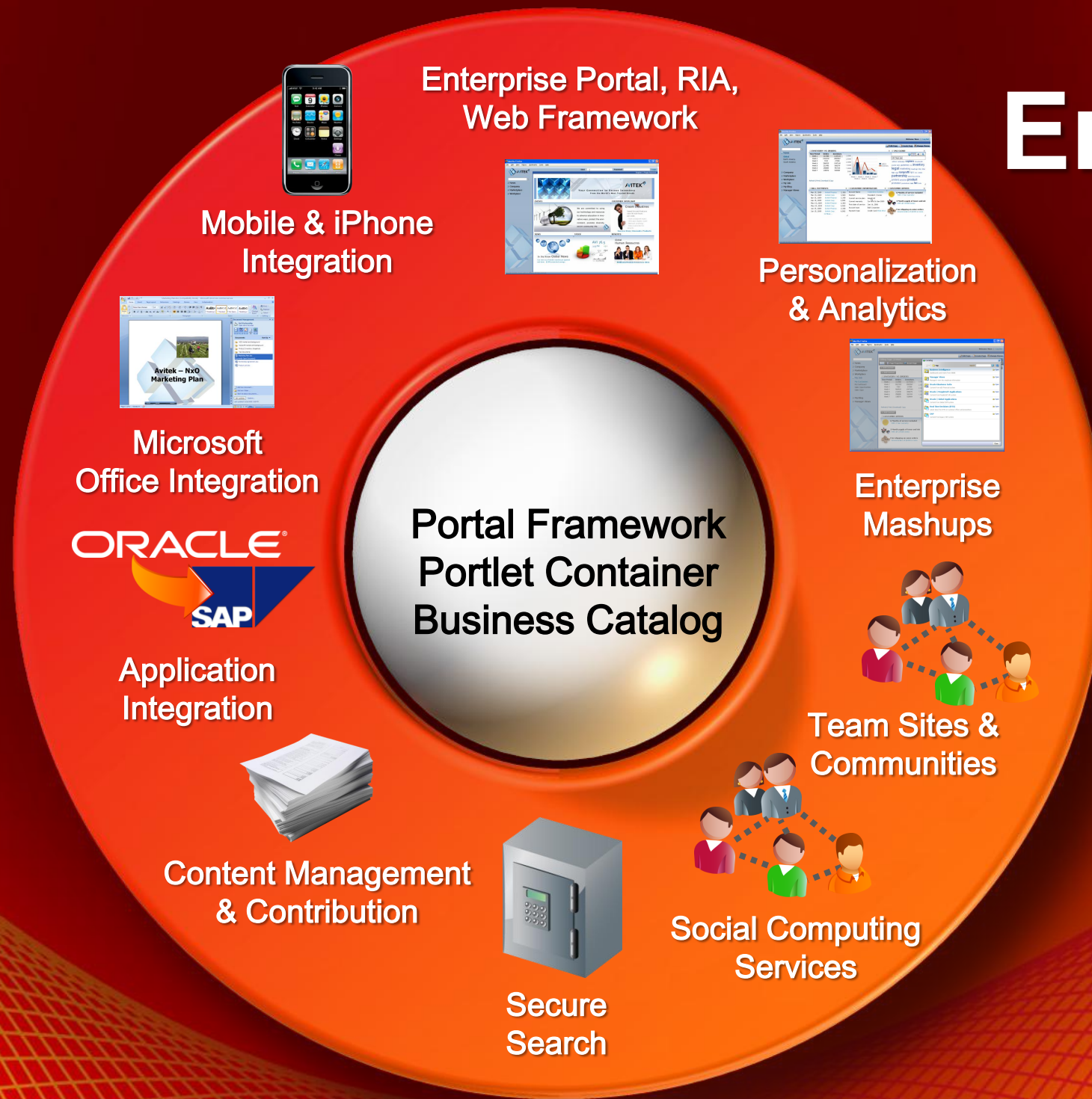
**Federated Policy Manager**

**SOA Management  
Pack**



**Provision Services &  
Monitor SLAs**

# Enterprise Portals





# Enterprise Portal

- Unify RIA, Web Sites, Enterprise Portal Development
- Content, Application, Business Process Integration
- Social Computing Unified with Business Applications
- Pre-Packaged, Rapidly Customizable Team Web Sites
- Pervasive, Multi-Channel Access to Enterprise Portal



# Enterprise Portal Framework

## Oracle WebCenter Framework



Web Site



RIA



Enterprise Portal

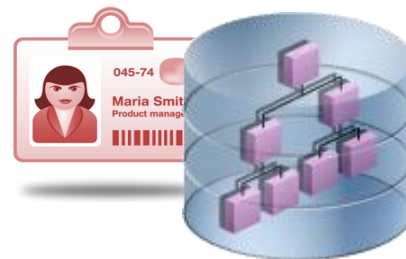
Declarative Design & Visual Assembly

Integrated Content Management & Search

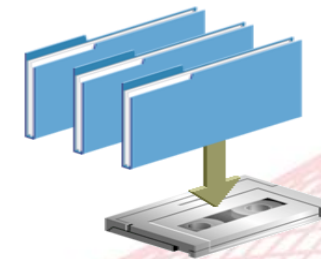
Metadata Management & Customization

Standard Data Binding & Portlet Interfaces

Identity Management

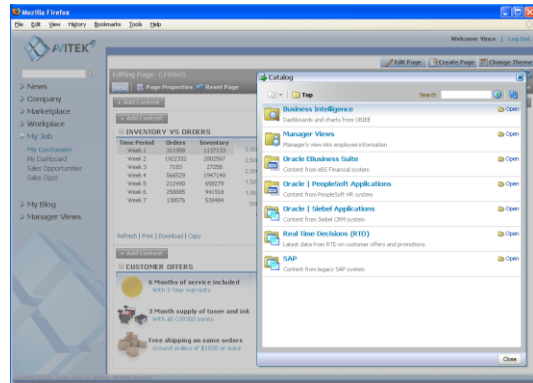


Content Management



# Application Integration

## Oracle WebCenter Packaged Portlets



Composer

WSYIWYG Site Personalization

Drag and Drop Mashup Assembly

Unified Business Catalog & Metadata

Data Integration: REST, JSR-168/286, WSRP 2.0



Database Systems



Business Processes



Content Repositories



Business Applications



Web Services



Business Intelligence



Custom/LOB Apps

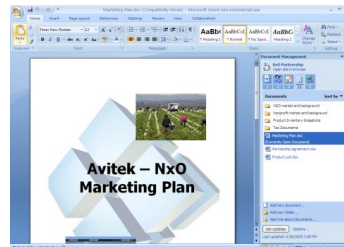


# Content Management

## Rich Content Management & Search



HTML  
Editing



MSFT Office



BLOG



WYSIWYG Content Contribution

Digital Asset & Rights Management

Content Indexing & Secure Search

Content Versioning, Foldering, Workflow

Content Integration: JSR-170

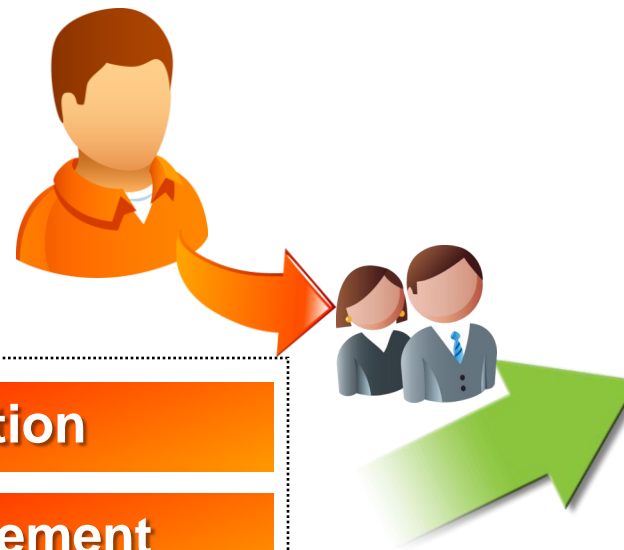


Third Party



# Social Computing

## Oracle WebCenter Social Computing



**Rapid Assembly & Customization**

**Unified Security & Profile Management**

**Integration with Enterprise Applications**

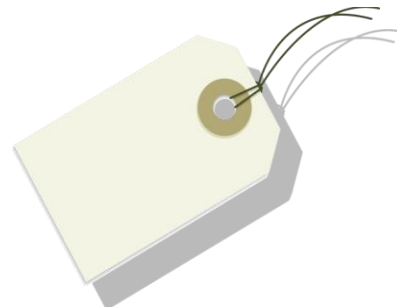
**Pre-Packaged Social Computing Services**



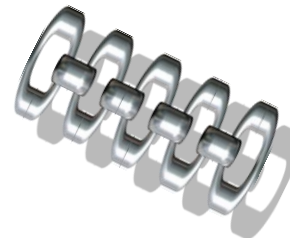
**Wiki**



**Blogs**



**Tagging**



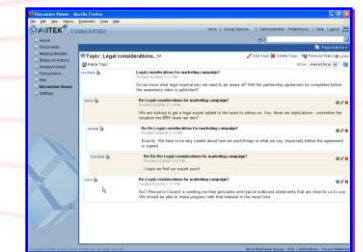
**Linking**



**RSS**



**Presence & Chat**

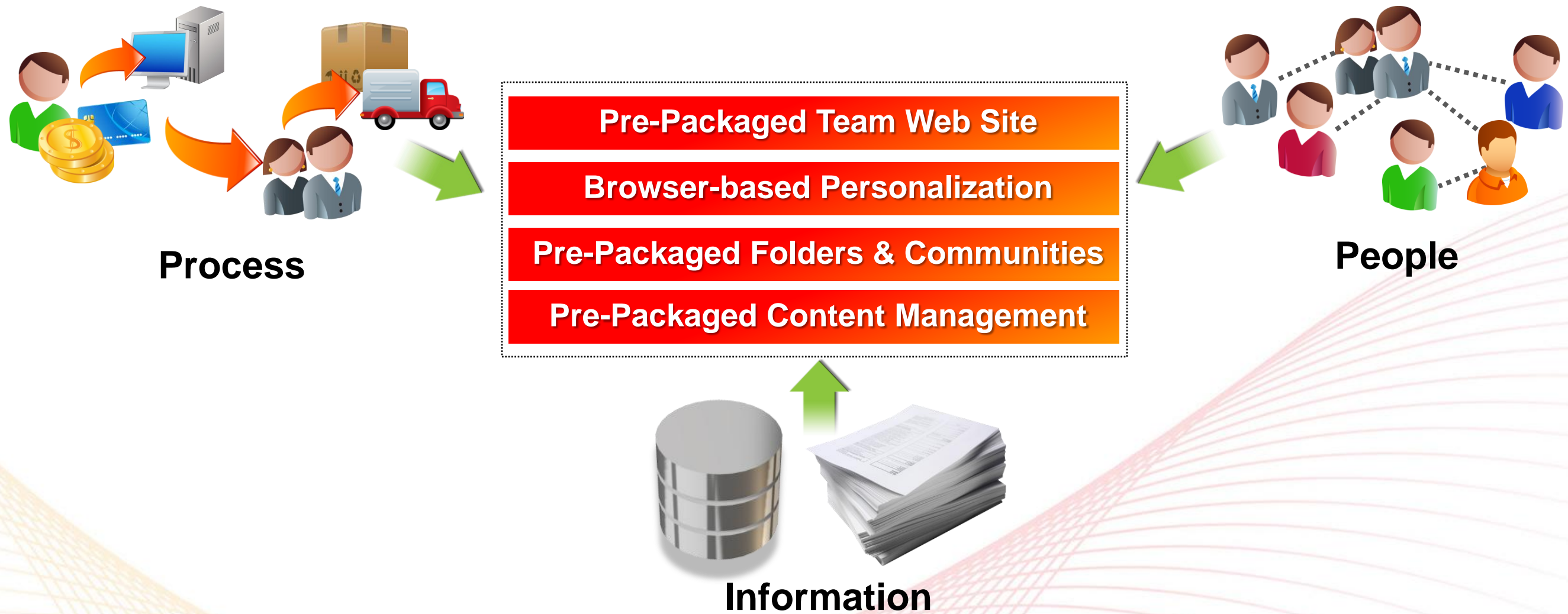


**Discussions**

**ORACLE**

# Team Web Sites

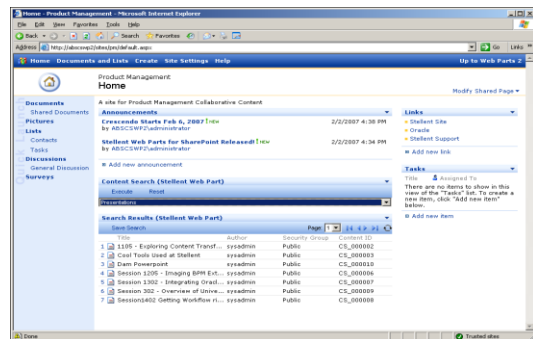
## Oracle WebCenter Spaces





# Multi-Channel Access

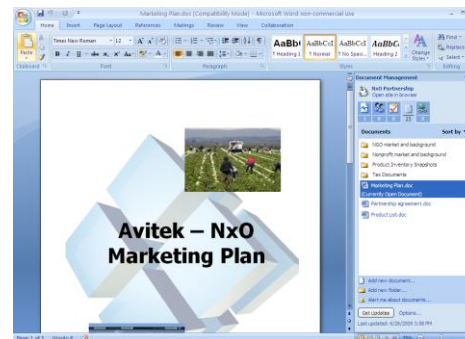
## Oracle WebCenter Integration



MSFT Sharepoint



MSFT Outlook



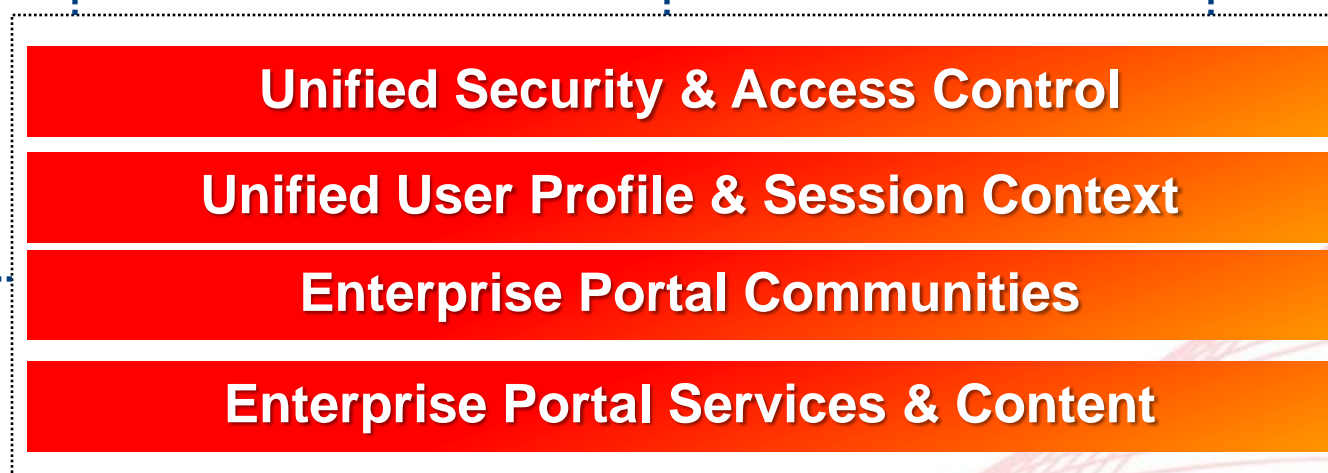
MSFT Office



Mobile PDA, Phone



Departmental  
Web Site







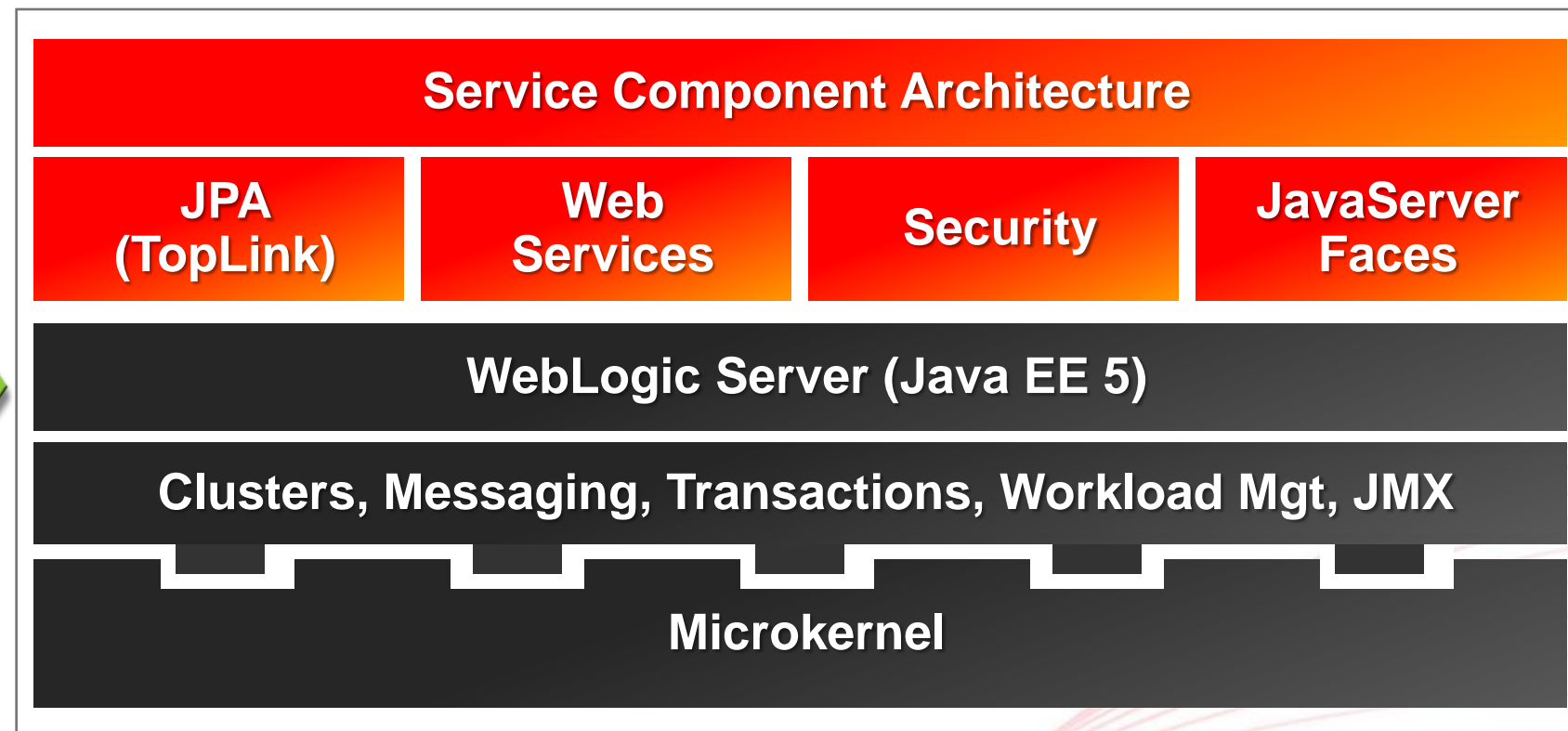
# Application Grid

# Application Grid

- High Speed Java VM Optimized for Multi-Core
- Application Server with Unmatched Performance, Scalability and Reliability
- In-Memory Data Grid with Terabyte Scale-Out
- Unified Systems and Application Management
- Integrated Support for Virtualization and Multi-Core

# WebLogic Server

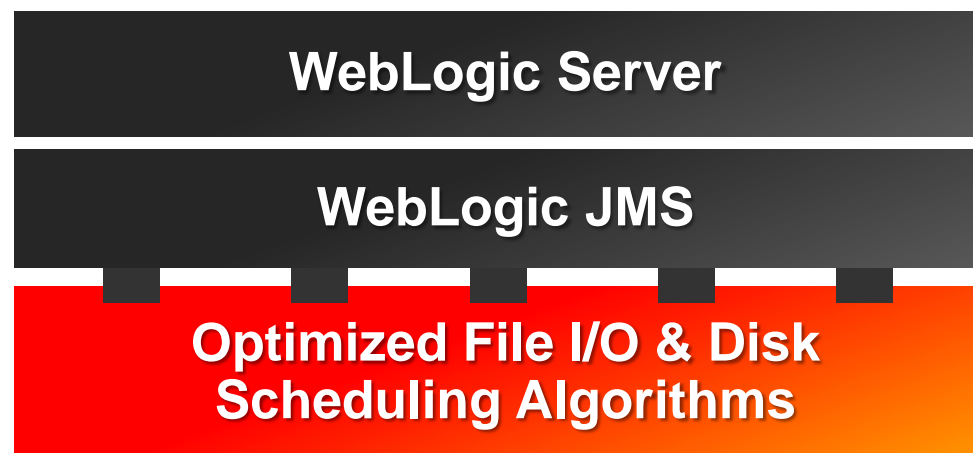
## Java Enterprise Platform



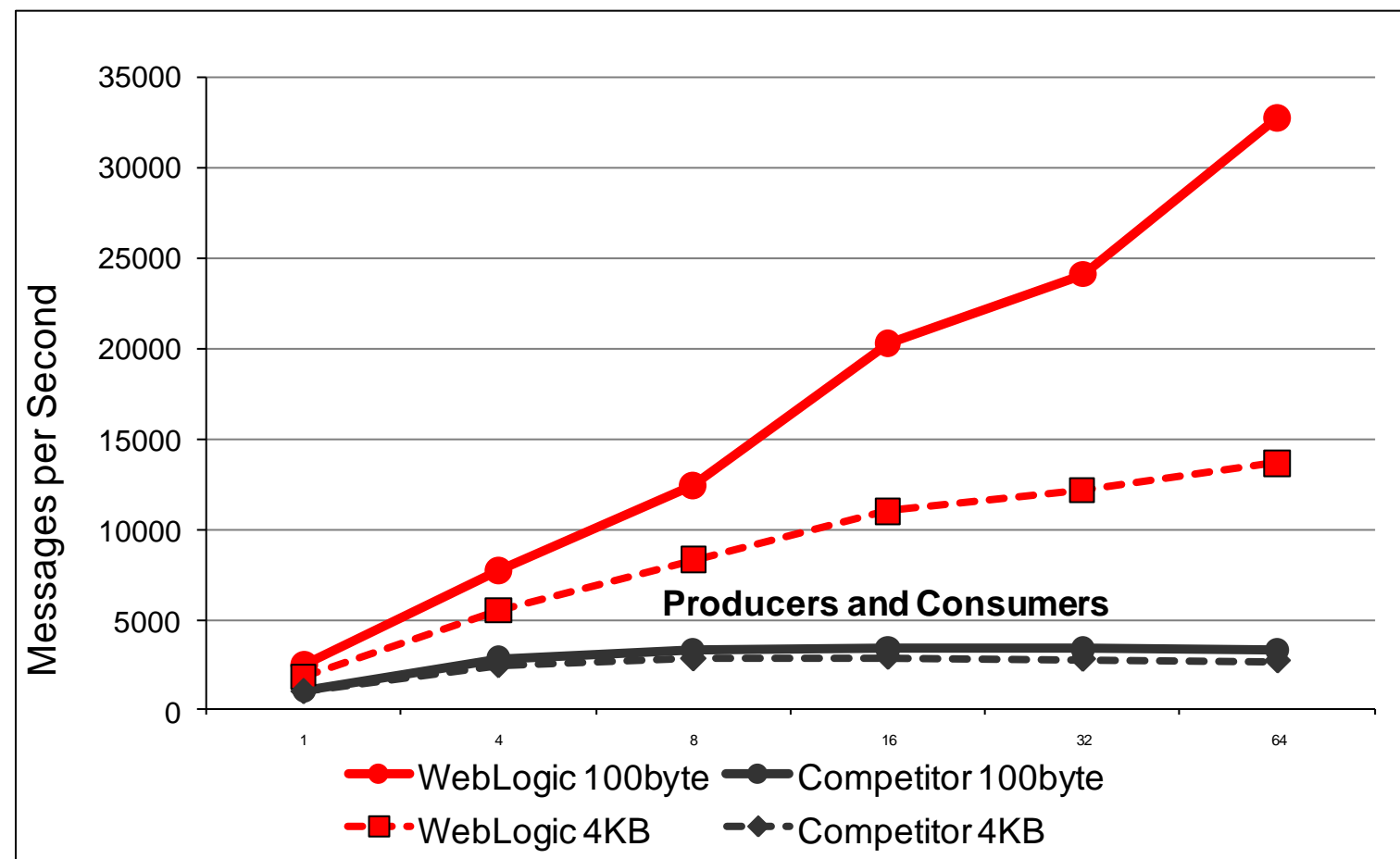


# Enterprise Grid Messaging

Message Queuing with Optimized Performance and Scalability

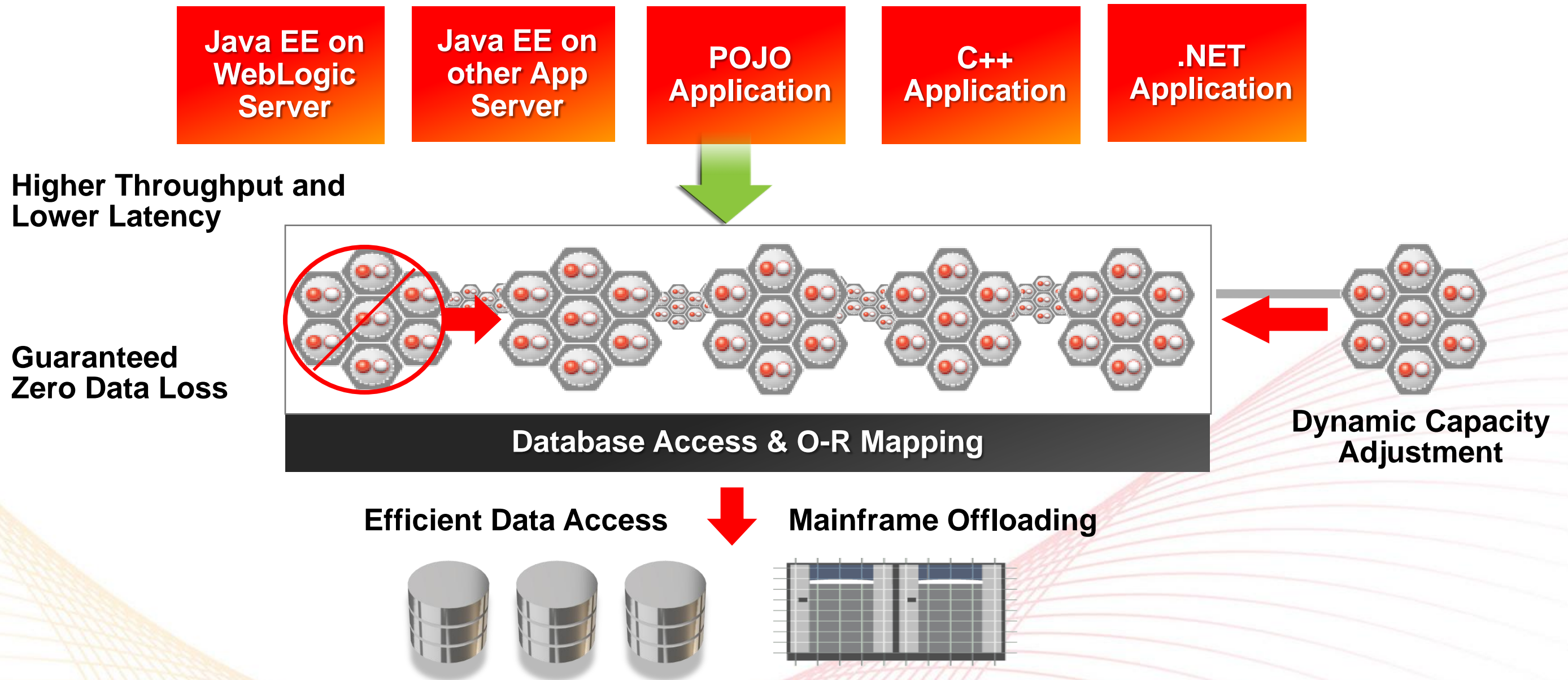


## Persistent Queuing



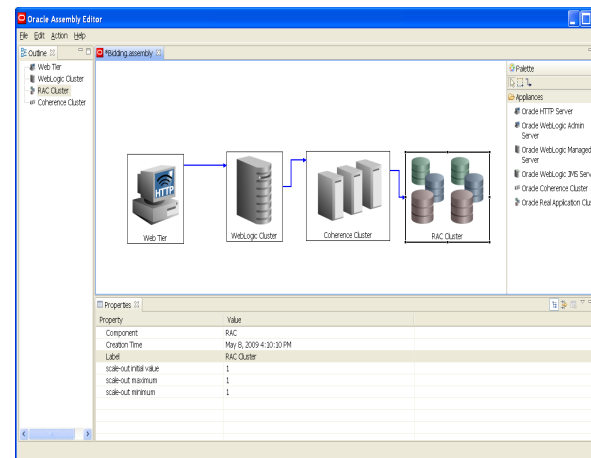
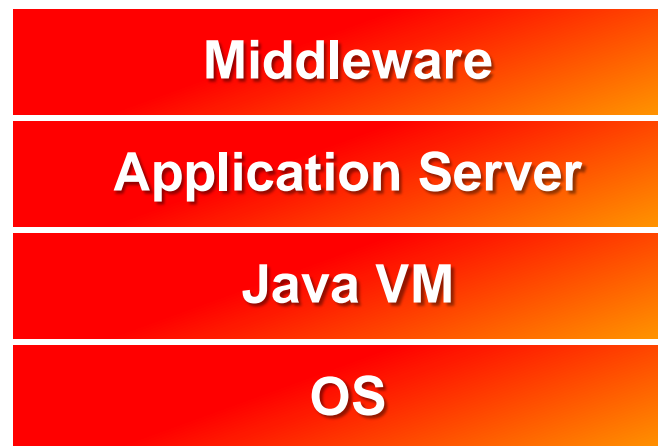
# Coherence

## In-Memory Data Grid with Zero Data Loss

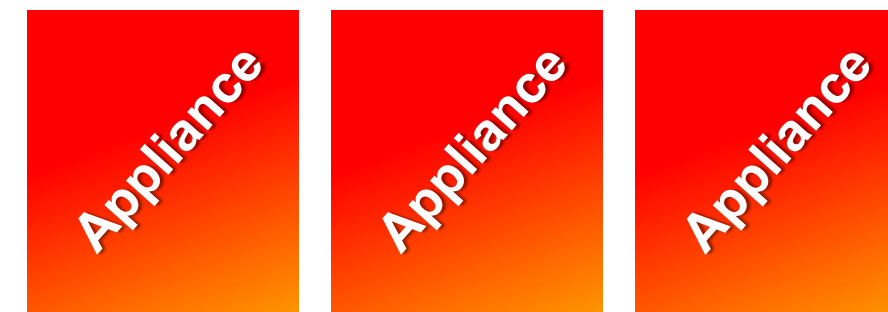


# Appliance Builder

## Intelligent Capacity Management and Provisioning



**Appliance Builder**



**Virtualization**



**Software Appliances**

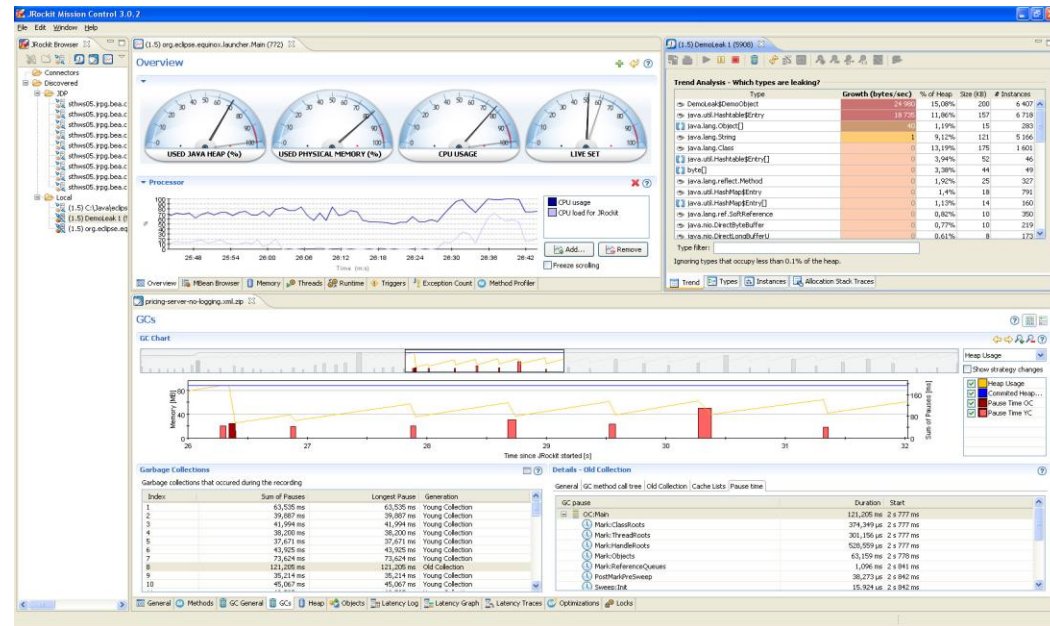


**Traditional Deployment**

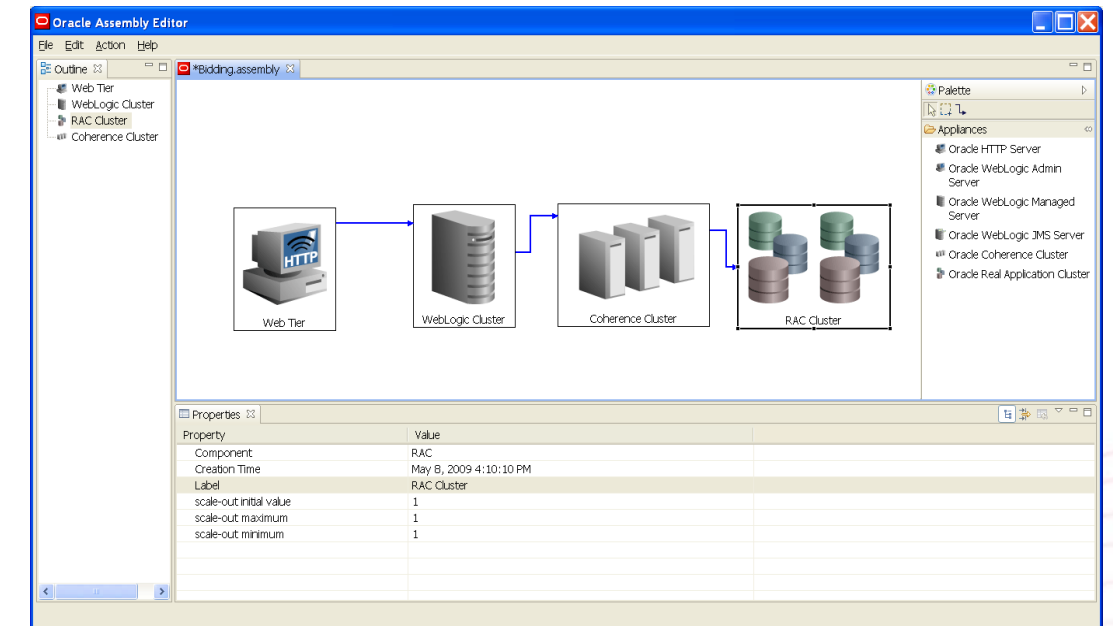


# Enterprise Manager

## Insight to Automation



**Diagnostic  
Insight  
Driving Built-In  
Automation**



### Real Operations Insight

Monitoring

Diagnostics

Performance Management

Service Level Management

### Real Operations Automation

Provisioning

Configuration

Clustering

Adaptation

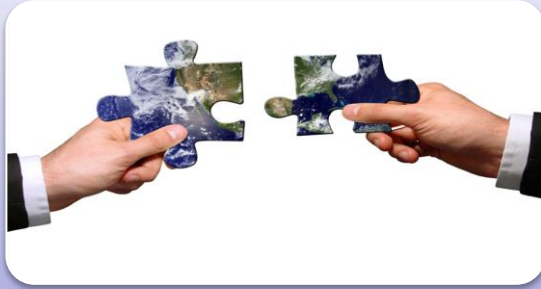
# Enterprise Content Management





# Enterprise Content Management 11gR1

## Feature Highlights



### Comprehensive & Complete ECM Solution

- End-to-end solution - capture, imaging, records, Web, video, docs
- Unified content repository across ECM
- Centralized installation, access, administration & monitoring



### Integrated to Fit the Way You Work

- Next generation desktop integrations
- Extensible and open Web Content Management
- Certified application integrations with solution templates



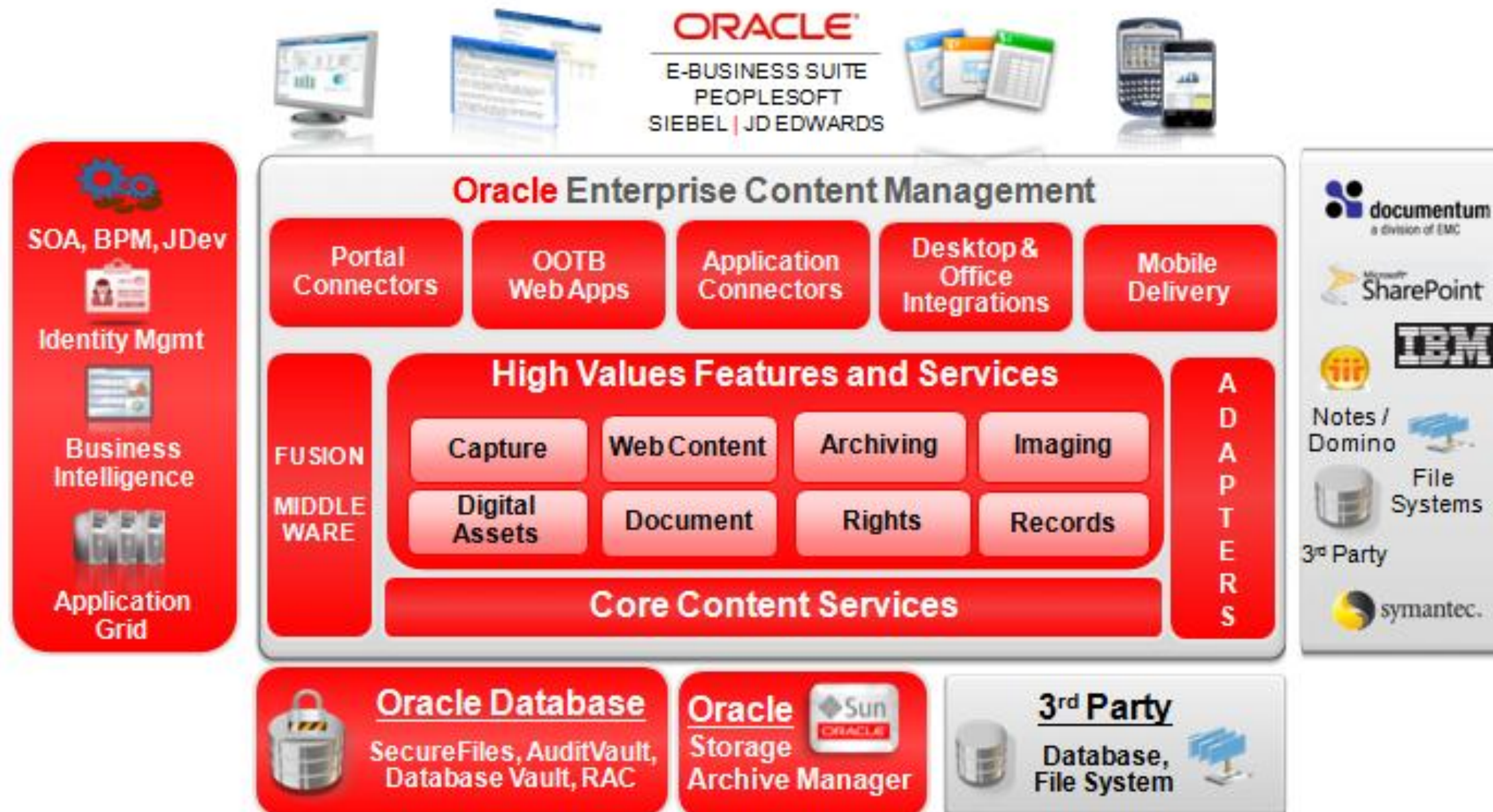
### Extreme Performance, Extreme Scalability

- Benchmark tests ingesting hundreds of millions docs/day
- Single repository for high volume ingestion & Web site delivery
- Fusion Middleware Infrastructure w/ Application Grid scalability



# ECM Suite 11gR1

Complete, Integrated, Open, Best of Breed







# Oracle Fusion Middleware